

# ***Contractor's Report to the Board***

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## ***Recruitment Guide for Attracting Automobile Parts Stores to the Used Oil Certified Collection Center Program***

***Produced under contract by:***



***California State University Sacramento Foundation  
(Sacramento State University Enterprises, Inc.)***

***March 2007***



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This report was prepared by Dennis H. Tootelian, Ph.D., a professor in the College of Business Administration at California State University, Sacramento. Dr. Tootelian has extensive experience conducting fiscal impact studies, market research pertaining to diverse populations, and market analyses, developing marketing strategies, and designing strategic marketing plans. He was also the project director and principal researcher for two another California Integrated Waste Management Board study on waste diversion rates relating to population diversity and waste reduction programs.

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# Executive Summary

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While automobile parts stores represent only 35 percent of all used oil collection centers, they collect three times more “do-it-yourselfer” (DIYer) oil than do all the other collection centers combined. Accordingly, DIYers have shown a propensity to recycle their used oil through these venues. One of the best ways to strengthen your local used oil recycling program is to recruit auto parts stores as new used oil certified collection centers (CCC). Automobile parts stores provide convenient market coverage for DIYers to turn in their used oil, are places where DIYers frequent for their automotive needs, and provide a local presence and promotional support for the used oil collection program. Recruiting additional collection centers also is important because California Integrated Waste Management Board (CIWMB) research shows that as more used oil collection centers become available, more used oil is recycled by DIYers.

However, business partnerships need to be initially cultivated and then built on mutual benefit. To build and maintain partnerships with automobile parts stores, the jurisdiction should at least partly treat its recruitment approach as trying to make a business deal and demonstrate either economic value or cost neutrality of the CCC program.

Accordingly, the purpose of the Guide is to assist the jurisdiction to assess market needs for places for DIYers to turn in their used oil, identify possible automobile parts stores to target for CCC recruitment efforts that provide the desired level of market coverage, and develop materials and processes to attract these stores to participate in the CCC program.

## Summary Points

Some of the suggestions and key findings included in the Recruitment Guide and other materials are summarized below:

- DIYers are an attractive target market for automobile parts stores. They tend to turn their used oil in at automobile parts stores, are quite satisfied with the process and staff, and shop at the stores while doing so. Additionally, most DIYers go to these stores at least six times per year and spend more than \$60 during an average visit. Therefore, demonstrate why it is in the best interests of automobile parts stores to attract these customers and show how the CCC program can help do so.
- The great majority of stores that participate in the CCC program have done so for more than five years. Most owners and managers believe the program brings good publicity to their stores, increases the sales of oil and oil filters, brings current customers in more often, brings in new customers, causes people to spend more time in the store, and increases the sales of products other than oil and oil filters. These “selling” points should be included in recruiting additional automobile parts stores.
- Most non-participating stores indicated the reason their stores are not participating in the CCC program is that they have not been asked. The benefits most non-participants are seeking if they are to participate in the CCC program are to provide a community service, bring in new customers, increase sales of non-oil products, be a service to current customers, and enhance the store’s image. More than half of the non-participants want information about the costs and benefits of the CCC program. However, non-participants hold many misconceptions about the CCC program and its benefits, and the jurisdiction needs to overcome these.

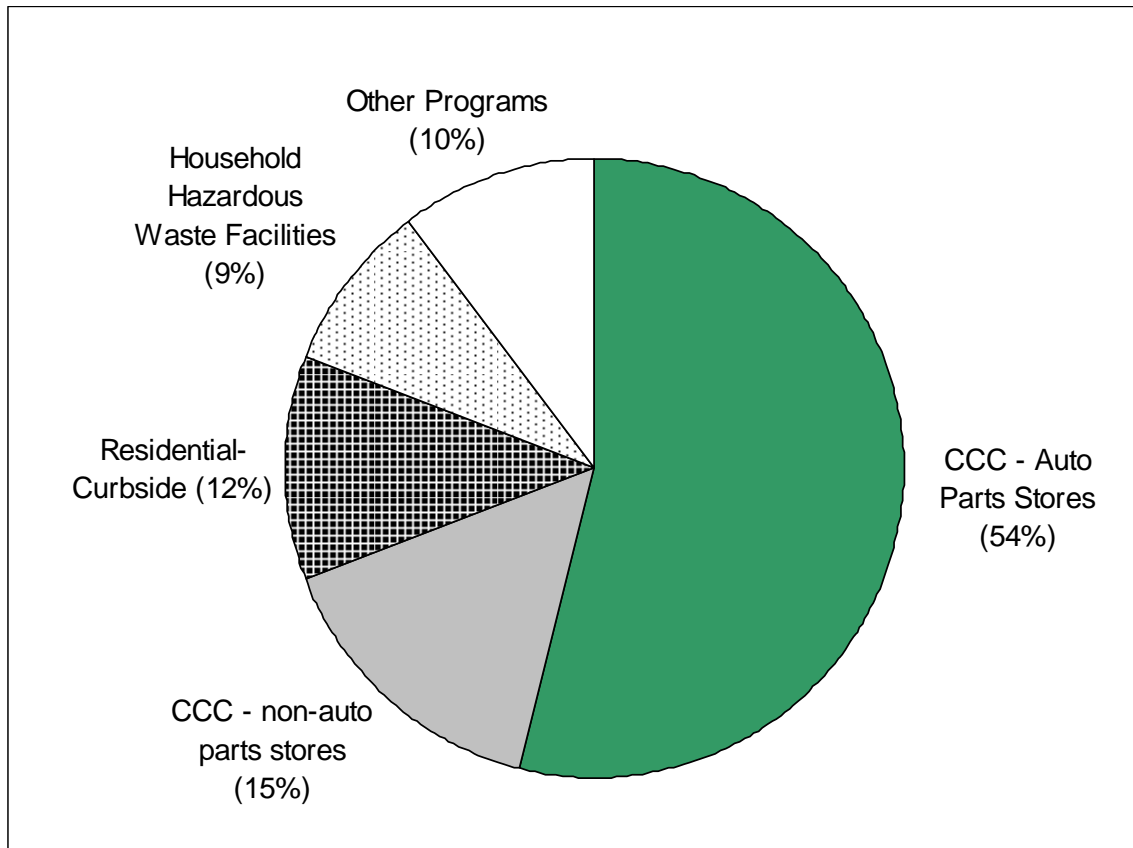
- Help owners and managers of automobile parts stores to assess the economic value of participating in the CCC program. Recruitment is a “business to business” marketing effort. It centers on answering a fundamental business question: “What’s in it for me?” Owners and managers want to know what their potential costs and profits will be so they can evaluate whether their stores can financially afford to participate in this program.
- Use “fact sheets” to help encourage store owners and managers to participate in the CCC program. These fact sheets answer critical questions, including:
  - Why Participate in the CCC Program?
  - What Participants Say About the CCC Program.
  - The Economics of Participating in the CCC Program.
  - The “Myths” and “Realities” of Participating in the CCC Program.
  - How to Promote Your Participation in the CCC Program.
  - How to Benefit From Increased Store Traffic.
  - How to Resolve Contaminated Oil and Other Problems.
  - How to Become a Participant in the CCC Program.
  - Sources of Additional Information about the CCC Program.
- Motivate owners and managers to consider the program. According to participating owners and managers, the CCC program can increase store recognition, customer traffic, and store revenues—three very motivating factors to people in business. The jurisdiction can provide additional incentives of making the program easy to join and participate in on an on-going basis, assistance with obtaining storage tanks and the services of used oil haulers, and making promotional materials available.
- One of the most difficult parts in recruiting stores to participate in the CCC program is creating an opportunity to present the facts of the program. Learn about the store and its operations, determine who the decision-maker will be relative to participating in the CCC program (which could be especially important in chain stores), plan a strategy to obtain the owner’s or manager’s attention, and provide the owner or manager information in advance of the meeting.
- Use testimonials to provide an extra degree of credibility to the claims made in the recruiting effort. Combine facts derived from the surveys of owners and managers of automobile parts stores that do and do not participate in the CCC program and from DIYers, and combine them with local comments from participants in the area.
- Owners and managers of targeted automobile parts stores will have questions about all facets of the program. Be prepared with well-formulated answers to questions, and sometimes even provide the answers before the questions arise
- If the owner or manager decides to participate, follow up to ensure that the store has filed its application and starts preparing to accept used oil. If the owner or manager decides not to participate, or does not make a decision, follow up to try to determine the reason(s) and make another attempt to resolve any concerns that stand in the way of joining the program. Even if these people still decide not to participate, the follow up can establish a channel for future communication.

# Introduction and Purpose

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Approximately eight million gallons of “do-it-yourselfer” (DIYer) oil were collected statewide by local oil programs in Fiscal Year 2005-2006. Certified Collection Centers (CCCs) were the recipients of more than five million of these gallons (68 percent), with the majority of that oil being collected by automobile parts stores.

**Figure 1: Oil Collection from DIYer At-Home-Mechanics in Fiscal Year 2005-2006**



[Figure 1 additional description: CCCs that are auto parts stores collect 54 percent of the at-home mechanic used oil; CCCs that are non-auto parts stores collected 15 percent, residential curbside collects 12 percent, household hazardous waste facilities collect nine percent, and all other programs collect 10 percent.]

While automobile parts stores represent only 35 percent of all collection centers, they collect three times more DIYer oil than do the other collection centers combined.

Accordingly, a critical factor in developing effective used oil recycling programs is gaining the support of automobile parts stores since DIYers have shown a propensity to recycle their used oil through these venues. These stores provide convenient sites for DIYers to turn in their used oil, are places where DIYers go for their automotive needs, and provide local presence and promotional support for the CCC program. Recruiting additional used oil collection centers is also important because CIWMB research shows that as more collection centers become available, more used oil is recycled by DIYers.

Business partnerships, however, need to be initially cultivated and then built on mutual benefit. It must be demonstrated to owners and managers of automobile parts stores that they can benefit from the jurisdiction's recycling program. Even owners and managers who want to participate because it is "the right thing to do" will want to assess what the impacts will be on the costs and profits to their businesses.

Developing on-going partnerships is not always an easy process. For many automobile parts stores, the benefits of participating are not obvious. Owners and managers of these stores may view the CCC program more in terms of potentially increasing labor cost and the likelihood of receiving abandoned oil than as a community service or a revenue stream. Some also may be reluctant to become involved in government programs and the accompanying image—whether correct or incorrect—of increased "regulation," "paperwork," "inspection," etc.

To build and maintain partnerships with automobile parts stores, the jurisdiction should at least partly treat their recruitment approach as trying to make a business deal and demonstrate either economic value or cost neutrality of the CCC program. Because the success of a business is primarily measured in sales, profits, and return on investment, organizations can only provide community benefits when doing so does not adversely impact their ability to survive and prosper.

Recognizing these facts, the California Integrated Waste Management Board (CIWMB) contracted with the California State University Sacramento to assist it in developing a Recruitment Guide (Guide) for use by local jurisdictions in attracting automobile parts stores into the CCC program.

Accordingly, the purpose of this Guide is to assist the jurisdiction in assessing market needs for places for DIYers to turn in their used oil, identifying possible automobile parts stores to target for CCC recruitment efforts, and developing materials and processes to attract these stores to participate in the CCC program. This Guide provides the jurisdiction with a "business" approach to the recruiting effort. It relies less on appeals for the stores to provide community services, and more on the economic value of participating in the program. If the jurisdiction can show an automobile parts store that there are marketing and financial benefits to be gained from participation, it will be considerably easier to develop and maintain the partnership over the long-term.

## ***Contract Objectives***

In August 2004, the California Integrated Waste Management Board (CIWMB, Board) contracted with the California State University Sacramento Foundation to assist the Board in preparing various materials that could be used by local jurisdictions to increase the number of auto parts stores that participate in the Used Oil Certified Collection Center (CCC) program. The author of this report is Dennis H. Tootelian, Ph.D.

The objectives for this project were to help the Board meet this goal by:

- Identifying the barriers to maximal used oil collection and the strategies to overcome these barriers.
- Conducting a cost-benefit analysis of automobile part participation in the CCC program and providing the results to grantees for the purpose of recruiting more automobile parts stores as CCCs.

- Developing an automobile parts store CCC recruitment guide and marketing materials for grantees to use to enroll more auto parts stores in the CCC program.
- Developing a training manual that local governments can use to educate CCC staff about best customer service practices when collecting used oil from the public.

The entire project contained nine tasks, including conducting a survey of managers of automobile parts stores which participate and do not participate in the CCC program, a survey of consumers who change their own motor oil, and conducting a study to assess the costs and benefits of participating in the CCC program for automobile parts stores.

## ***Organization of the Recruitment Guide***

The Guide contains five main sections. These sections provide information on used oil recycling from the perspectives of DIYers and automobile parts store owners, and the tools jurisdictions can use to attract more stores into the CCC program.

The first section is the Introduction and Purpose.

The second section, Methodology for Developing the Recruitment Guide, describes the methodology used to develop the material to assist jurisdictions in recruiting automobile parts stores.

The third section, Results of the Surveys of DIYers and Automobile Parts Store Owners and Managers, contains the results of surveys conducted of DIYers and automobile parts store owners and managers who participate and do not participate in the CCC program. This section provides much of the basis for developing the tools for jurisdiction use. It explains the perceptions and practices of DIYers with regard to used oil disposal and their shopping patterns in automobile parts stores, and the views of owners and managers of automobile parts stores regarding the CCC program.

The fourth section, Description of the Recruitment Guide, contains general descriptions of the “tools” that were created for use by jurisdictions. It explains what the tools are, how they are used, and what the jurisdiction should strive to achieve by using each tool.

The fifth section, Guidance Documents for use by Jurisdictions and Automobile Parts Stores, contains the set of “tools” for the jurisdiction to use in selecting automobile parts stores to target for the CCC program and then actively recruiting them to participate. The tools follow a series of steps that begin with developing a marketing plan, analyzing market needs, developing reasons why automobile parts stores should participate in the CCC program, designing a set of strategies to recruit targeted stores, and “closing the sale” and following up with the store to ensure their participating provides the mutual benefits both the store and the jurisdiction seeks from the partnership.

## ***Caveats***

This Guide is designed to be used for informational purposes to assist jurisdictions in developing their own marketing efforts to identify and recruit automobile parts stores into the CCC program. Ultimately, each jurisdiction must create its own set of strategies that are localized to its unique market conditions. Accordingly, users of this Guide should consider the material herein to be one of possibly many resources it can use to develop and implement its marketing efforts.

# Methodology for Developing the Recruitment Guide

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This Guide was developed partly based on information obtained from three groups critical to the success of the CCC program: DIYers, owners and managers of automobile parts stores that participate in the CCC program, and owners and managers whose stores do not participate in the program. The tools created specifically for this Guide, therefore, have as their foundations the perspectives of these three groups as well as established business practices.

## ***Information from DIYers***

The objectives of the survey of the DIYers were to assess:

- Where DIYers take their used oil for recycling.
- How DIYers recycle or dispose of their used oil.
- How DIYers who do not use curbside recycling or collection centers dispose of their used oil, their reasons for not recycling their used oil, and what could be done to cause them to take their used oil to automobile parts stores that participate in the CCC program.
- Whether DIYers have tried to turn in their used oil at an automobile parts store but were not allowed to do so, the reasons they could not turn in their used oil, and what they do with the used oil.
- Among DIYers who recycle their used oil but do not go to an automobile parts store that participates in the CCC program, why they go elsewhere, and what could cause them to go to automobile parts stores.
- Among DIYers who take their used oil to automobile parts stores that participate in the CCC program, how did they find the stores, why they go there, and how long it takes to turn in their used oil.
- Among DIYers who take their used oil to automobile parts stores that participate in the CCC program, how satisfied they are with the service they receive at the stores, what problems they experience when taking their used oil to automobile parts stores, and what could be done to make their experience in taking their used oil to auto parts stores more enjoyable.
- How often DIYers go to automobile parts stores and how much they spend during an average visit to these stores.
- The population for this study was defined to be DIYers residing in California. To better identify these individuals, a list was purchased from a national mailing list company. This helped identify people who either worked on their own cars or purchased products/services for their cars. From this, the questionnaire screened individuals to allow only those who personally change the oil in their automobile(s) to participate in the survey.
- Given the nature of the study, a telephone survey was considered to be the most appropriate research design. Telephone interviews can be conducted in a reasonably

short period of time across a wide geographic area. This reduces the risk of extraneous events occurring during the data collection process which could adversely affect the quality of the information obtained. Telephone surveys also achieve a high response rate, and thereby minimize potential non-response bias.

- A systematic random sampling plan was used to select respondents for the survey. Initially, five geographic regions in California were identified that broadly provide a strong representation of the State's overall population: San Francisco Bay Area, Central Valley, Central Coast, Los Angeles, and San Diego. These geographic regions contain more than 25 percent of California's total population. Specific cities within each region were then selected for interviewing to provide a cross-section of the population of the State. The number of randomly selected interviews conducted in each region is:

- San Francisco Bay Area: 100
- Central Valley: 70
- Central Coast: 20
- Los Angeles: 155
- San Diego: 55

### ***Information from Automobile Parts Store Owners and Managers***

There were two populations for this study. One was automobile parts stores that participate in the CCC program, and the other was automobile parts stores which do not participate in the CCC program in California. For participants in the CCC program, the objectives were to assess:

- The extent of CCC program activity in their stores.
- What they consider to be the benefits and problems with the CCC program.
- How they promote the CCC program within and outside of their stores.
- What are their reasons for participating in the CCC program.
- How satisfied they are with CCC program participation.

For automobile parts store managers who do not participate in the CCC program, the objectives were to assess:

- How familiar they are with the program, and why they do not participate in the CCC program.
- What they perceive to be the amount of recycling activity in stores that participate in the CCC program.
- What they perceive to be the benefits and problems with the CCC program.
- What benefits they would want if they participate in the CCC program.
- How interested they are in participating in the CCC program in the future.

Given the nature of the study, a mail survey was considered to be the most appropriate research design. This method of data collection makes it possible to reach a broad



spectrum of respondents statewide at a reasonable cost, and provides them with adequate time to consider their responses. Mail surveys also are suitable for accessing difficult-to-reach populations. All of these attributes of mail surveys were considered important to obtaining valid and reliable data.

All 952 of the automobile parts stores that participate in the CCC program were included in the survey. Given the size of this population, it was determined that sampling was not necessary to remain within budgetary limits.

A systematic random sampling plan was used to select non-participating stores. From a list purchased by a national mailing list company, there were a total of 5,318 automobile parts stores operating in California. Accordingly, the population size for the non-participating stores was 4,366 (i.e., 5,318 stores total minus the 952 auto parts stores already participating).

All of the stores that do not participate in the program were arrayed based on Zip code. A sample of about 1,400 was considered necessary to obtain a reasonable number of responses from non-participating stores. Then, every third store was selected for inclusion in the study. The over-sampling of non-participants was considered necessary due to the expected relatively low response rate among this survey group.

This approach provided a geographically representative sample based on the locations of the automobile parts stores across California. A number between one and three was randomly drawn to be the sampling interval to ensure that the actual sample would then be randomly generated.

Overall, a total of approximately 2,394 questionnaires were mailed to the 952 automobile parts stores participating in the CCC program and 1,422 automobile parts stores that do not participate in the program.

# Results of the Surveys of DIYers and Automobile Parts Store Owners and Managers

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The findings of the surveys of DIYers and automobile parts store owners and managers, which formed the foundations for the Guide, are summarized in this section of the Guide.

## ***Summary and Conclusions of DIYer Survey***

Based on the findings of the surveys of respondents who change the oil in their automobiles, the following summary points and conclusions appear to be appropriate:

- While respondents to this survey were of nearly all ethnicities, Hispanics/Latinos comprised the majority. While this is not definitive evidence that this population has a higher incidence of DIYers, it does suggest that Hispanics/Latinos represent a significant market for promoting used oil recycling. It also indicates that there needs to be adequate numbers of automobile parts stores participating in the CCC program in geographic areas with high percentages of Hispanics/Latinos.
- More than three in four respondents are between the ages of 21 and 50, while more than one in ten is under 21 or over 50. This indicates that DIYers span all age groups.
- Nearly two in three respondents had total household incomes in 2004 between the middle-income levels of \$40,001 and \$75,000. However, nearly one in five respondents had incomes in excess of \$75,000. This suggests that DIYers are not just found in the lower income brackets with households earning less than \$40,000 per year. DIYers span all income groups, and local jurisdictions cannot focus exclusively on the lower income geographic areas.
- While most DIYers recycle their used oil in some fashion, more than one in eight does not do so in a manner desired by the CIWMB or local jurisdictions. Among those who do not use curbside recycling or collection centers, nearly two in five store their used oil at home/work, more than one in three places it in the garbage at home, and more than one in eight leaves the oil at stores after they close. The reasons they give for not recycling used oil are that there are no convenient locations available and it takes too much time. Furthermore, the main reasons they do not take their used oil to automobile parts stores are that they do not like to transport messy oil (one in two respondents), they do not like to transport used oil for any reason (one in seven respondents), and there are no automobile parts stores in convenient locations (one in ten respondents). They said that having more convenient locations and/or reducing the mess of bringing in used oil would be factors to encourage them to turn their used oil in at automobile parts stores. All of this indicates that having more locations and training staff to take the oil efficiently and quickly could cause more DIYers to take their used oil to automobile parts stores. Making containers available that reduce the mess of transporting used oil would also be helpful.
- Most DIYers who take used oil to automobile parts stores recycle their oil successfully. However, more than one in eight DIYers have been turned away. In those cases, more than two in three were told that the store's tank was full, and

another one in five were told by store staff that the oil was in the wrong container. Because nearly half of the respondents store the used oil at home/work and more than one in eight dispose of the oil in garbage cans/dumpsters or leave it at the stores after-hours, it is important to reduce this from happening. This might be accomplished by having more automobile parts stores participate in the program, thereby making it more likely that DIYers will take their oil to other stores when their primary store is at full capacity. Additionally, both store staff and consumers need to be educated on proper container usage to make the process more efficient and to reduce the mess of transport.

- Over half of the DIYers who recycle their used oil but not at automobile parts stores do not do so because stores are not conveniently located, and more than one in five do not know that automobile parts stores take used oil.
- Advertising in the media has not been a primary way by which DIYers find out about which automobile parts stores accept used oil. Nearly four in five find out about used oil recycling while in the store. Accordingly, proper signage is critical to increasing awareness that the store takes used oil. Furthermore, if advertising is going to be used, it needs a significant and sustained effort to be effective.
- Turning in used oil at an automobile parts store appears to take less than four minutes. This indicates that it is not an especially time-consuming process for the DIYer, nor does it take an excessive amount of staff time at the parts stores.
- Respondents who turn their used oil in at automobile parts stores appear to be quite satisfied with the process and staff. More than nine in ten respondents gave the stores very good or good ratings on convenience of location, speed of recycling, and staff competency and courtesy. This suggests that the automobile parts stores that are participating in the CCC program at the time of this survey are providing good service to the DIYers.
- Respondents reported relatively few problems with turning their used oil in at automobile parts stores. To improve the service provided by automobile parts stores, one in seven respondents think it would be good to have help taking the oil out of their vehicles, one in nine want faster service, and one in ten want more convenient store locations. Most of these issues could be addressed if more automobile parts stores participated in the program since that would provide more convenient locations and take the pressure off of the staff in existing locations.
- Most DIYers who turn their oil in at automobile parts stores also shop at the stores while doing so. This suggests that there are considerable opportunities for automobile parts stores to increase the volume of their business by attracting DIYers and using effective merchandising and salesmanship techniques. Given that respondents indicated they spend more than \$60 in an automobile parts store during an average visit, this could represent significant revenue streams to stores that participate in the CCC program.

Overall, it appears that a reasonably high percentage of DIYers already recycle their used oil in some manner. Increasing the use of automobile parts stores as recycling centers can be achieved if there are more stores in convenient locations and their staff is trained to take the used oil efficiently and quickly. Not only will this improve used oil recycling, but it could represent significant business for the automobile parts stores participating in the CCC program since these DIYers shop in the stores while turning in their used oil.

## ***Summary and Conclusions of Automobile Parts Store Owners and Managers Surveys***

Based on the findings of the surveys of respondents who do and do not participate in the CCC program, the following summary points and conclusions appear to be appropriate:

### **Automobile Parts Store Characteristics**

- Stores that participate in the CCC program are open for business for an average of 78.3 hours per week. Most of them have between 101 and 300 customers per day, and the typical customer is between 26 and 40 years of age. The number of customers per day is considerably higher among those stores that participate in the CCC program than those that do not. The great majority of respondents in non-participating stores reported that their stores have 100 or less customers per day.
- Most stores that participate in the CCC program report that their average revenue per day is between \$1,000 and \$5,000, and the average spending per customer is between \$10 and \$39.99. In comparison, a higher percentage of respondents in stores that do not participate in the CCC program said that average spending is \$60 or more.

### **Participants in the CCC Program**

- The great majority of stores that participate in the CCC program have done so for more than five years. Relatively few have been involved in the CCC program for less than three years. This suggests that the program is working sufficiently well to retain participating auto parts stores.
- There appear to be many reasons for participating in the CCC program, ranging from providing services to customers and the community, to enhancing the store's image and generating additional sales. Given the length of time participants have been involved in the CCC program, it could be assumed that some or all of their reasons are being achieved.
- The majority of participants indicated that more than 20 people per week come into their stores to turn in used oil, and they receive over 30 gallons per week. Saturdays appear to be the busiest days for recycling, with the next two most common days being Sunday and Friday. The implication is that considerable business activity can be created for stores that participate in the CCC program. Fortunately, or unfortunately, much of this will occur between Friday and Sunday.
- Most participants that accept oil filters reported that they receive five or less used oil filters per week. This implies that people need to be encouraged to turn in their used oil filters along with the oil they bring to the stores.
- Over half of the participants indicate that between 50 percent and 75 percent of the people who bring used oil to their stores are current customers. Furthermore, on the average it takes between one and five minutes to collect the oil. This suggests that the CCC program is a service that can be provided to store customers and take relatively little staff time to collect the oil.
- Nearly all participants agree that the CCC program is good for the environment and is a good public service to offer. Most also believe the program brings good publicity to their stores, increases the sales of oil and oil filters, brings current customers in more often, brings in new customers, causes people to spend more time

in the store, and increases the sales of products other than oil and oil filters. Accordingly, the CCC program is perceived to provide benefits to society, and economic benefits to participating auto parts stores.

- The main problems participants find with the CCC program are that people bring used oil in the wrong types of containers, drop off oil when the store is closed, bring in contaminated oil, and generally do not know how to turn in used oil. When asked what is the one most serious problem, nearly one in three participants indicated it was that people drop off used oil when the store is closed. All of these issues need to be addressed to strengthen the CCC program.
- Less than one in three participants feel that the time it takes to collect used oil is a serious problem, about two in five think possible messes in the store and back room are problems, and about two in five think that people bringing in used oil during peak hours is a problem. Overall, it appears that the process of receiving used oil is not a pervasive problem among participants of the CCC program.
- More than nine in ten participants promote the fact that their stores collect used oil. Well over eight in ten promote the CCC program in their stores' advertising, and slightly more do so with internal signage. The message participants feel work best in advertising is that the store accepts used oil and filters. The message to emphasize in internal signage is that recycling is important.
- Overall, more than eight in ten participants are satisfied with their participation in the CCC program, and less than one in ten is dissatisfied. (The main reason for dissatisfaction is that used oil is dropped off when the store is closed.)

### **Non-Participants in the CCC Program**

- While nearly two in five non-participants indicated they are somewhat or very familiar with the CCC program, more than two in five indicated they are not very familiar or not at all familiar with the CCC program. About one in twelve non-participant respondents said they have participated in the program at some point in the past. If past participants are taken out, it appears that about half of the remaining respondents are not familiar with the CCC program. This suggests that efforts are needed to increase awareness of the program among auto parts store managers.
- About three in five respondents indicated the reason their stores are not participating in the CCC program is that they have not been asked. Other reasons given by the majority of the non-participants are concerns about contaminated oil being turned in, and oil being dropped off when the store is closed. Nearly one in five indicated their reasons include the belief that participating in the CCC program will not bring in new customers or increase sales.

The concerns about oil being dropped off after hours appear to be valid since they also are expressed by participants in the CCC program. However, concerns about not bringing in new customers or increasing sales appear unwarranted because these were considered to be benefits by the majority of participants in the CCC program. The concerns of accepting contaminated oil are shared by both participants and non-participants, however, these concerns are not borne out by facts. Contaminated oil events occur less than one in a million oil drop-offs.

- Most non-participants believe that the number of people who bring used oil into auto parts stores is relatively low—five or fewer per week. They also think that less than

one in four people who come in are current customers of their stores. Finally, they think it takes between three and ten minutes to collect the used oil from a customer.

The perceptions among non-participants are in considerable contrast to the views of participants in the CCC program. Most participants report that the number of customer is more than 20 per week, between half and three-fourths of those coming in are current customers, and it takes only one to five minutes to collect the used oil. Accordingly, there is a lack of familiarity with the CCC program, and misperceptions as to its ability to generate customer traffic in participating stores. Additionally, the process of collecting used oil is considerably shorter than envisioned. These misunderstandings need to be addressed if participation in the CCC program is to grow.

- Nearly all non-participants think the CCC program is good for the environment, most believe it is a good public service to offer and brings good publicity to the store. However, less than one in three believe the CCC program will bring in new customers, bring current customers in more often, or result in more oil and oil filter sales. Just over one in three think people will purchase more non-oil/oil filter products in the store or will spend more time in the store when they bring in used oil.

While participants and non-participants agree on the social benefits of the CCC program in terms of it being good for the environment and a good service to offer, considerably fewer non-participants think there are economic benefits to the program. However, the majority of participants believe the CCC program brings in new customers, causes existing customers to come in more often, leads to more sales of all products, and causes people to spend more time in the store. These misunderstandings need to be addressed if participation in the program is to grow.

- More than four in five non-participants believe that people will drop off used oil at the store when it is closed, and will bring in contaminated oil. Well over half also believe that collecting used oil causes messes in the store and its back room, takes too much staff time, and takes too much space. They also think people will bring used oil in wrong containers, do not know how to recycle oil, and will come in during peak hours.

The majority of participants in the CCC program share the concerns about people dropping off used oil when the store is closed and bringing in contaminated oil. However, the percentages of participants who have concerns about these and other issues are considerably lower than among non-participants. The only exceptions are that more participants have problems with people bringing used oil in wrong containers and not knowing how to recycle oil than are expected by non-participants. Overall, therefore, it appears that non-participants perceptions of problems with the CCC program are greater than actually exist. As in the case of the other misperceptions, these need to be addressed if participation in the CCC program is to grow.

- The benefits most non-participants are seeking if they are to participate in the CCC program are providing a community service, bringing in new customers, increasing sales of non-oil products, providing a service to current customers, and enhancing the store's image. Except for causing people to stay in the store longer, the majority of non-participants think it is likely that the CCC program will cause these things to happen. This suggests that despite some of their possible misconceptions about the CCC program, they believe it can be worthwhile. Additionally, the benefits they are

seeking are ones the majority of participants indicated they receive from participating in the CCC program. Therefore, it appears that there is goal congruence between what non-participants want and the benefits the CCC program offers.

- More than half of the non-participants want information about the costs and benefits of the CCC program, and nearly half want to know how the CCC program operates and the requirements for participation. These types of information can help alleviate some of their concerns expressed about the collection process and the economic benefits of the CCC program.
- Nearly two in five non-participants indicated they are somewhat or very interested in participating in the CCC program. However, a slightly larger group indicated they are not very or not at all interested. The main reasons for not being interested center on people dropping off used oil when the store is closed and bringing in contaminated oil. As previously indicated, these problems also are identified by participants.

### **Overall Conclusions and Implications for the Future**

- Participants in the program benefit on both societal and business dimensions. While they have problems with aspects of the CCC program, they are satisfied with their participation and have remained in the CCC program for an extended period of time. This suggests that the program is structurally sound. With the exception of some of the problems cited in the study and noted in the next bullet point, there does not appear to be a need to make major changes in the program.
- The main problems with the CCC program are that people bring used oil to the stores after hours, bring in contaminated oil, bring used oil in wrong containers, and generally do not know how to turn in used oil. Not only are they real problems to participants in the CCC program, but they are viewed as serious problems by those who do not participate. If participation is to grow, these problems need to be addressed through program changes, more public education, etc.
- Many non-participants are not familiar with the CCC program, and a very high percent do not participate because they have not been asked to do so. Accordingly, a more concerted recruiting effort is needed to make auto parts stores aware of the program and the benefits it provides both society and their businesses.
- Non-participants hold many misconceptions about how the CCC program operates, what benefits it provides, and what problems it has. Based on the findings of this study of participants in the CCC program, many of the non-participants' concerns are not justified. This also can be addressed with a more intense program for improving awareness and the benefits of the CCC program. Materials for addressing these issues are included in this Recruitment Guide.
- As previously indicated, participants in the program rate it very high, and have remained in the program for a considerable period of time. Furthermore, they believe the program is good for the environment *and* for business. These are "selling" points that should be included in recruiting additional auto parts stores. Materials for addressing this are included in this Recruitment Guide.

# Description of the Recruitment Guide

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This Guide contains 11 “tools” for jurisdictions to use to identify and recruit automobile parts stores into the CCC program. The tools can be used individually or in combination because each jurisdiction’s needs and resources are different. Accordingly, this Guide allows the jurisdiction to “mix and match” the tools in a manner that it believes will provide the best results in its service area.

In addition to the 11 tools, a pre-printed recruiting brochure to help you recruit auto parts stores is available, titled “Used Oil Recycling Program Benefits to Your Business.” The brochure is available from CIWMB three different ways:

- Request from your Used Oil Block Grant Manager at CIWMB.
- Request by e-mailing the Used Oil Program’s e-mail address at: [UsedOil@ciwmb.ca.gov](mailto:UsedOil@ciwmb.ca.gov).
- Download from the CIWMB website at <http://www.ciwmb.ca.gov/Publications/default.asp?cat=17> (link to “Used Oil Recycling Program: Benefits to Your Business” [Publication number 610-06-002]).

The brochure includes information on the following:

- Benefits to Joining the Used Oil Collection Center Program.
- Collection Center FAQs.
- Collection Center Responsibilities.
- Myths and Realities of the Program.

Additionally, the brochure contains an application form, sample collection log, and sample payment claim form.

Brief descriptions of each tool are provided in this section. The actual tools are contained in following sections and have more detailed instructions.



## ***Tool #1: Developing a Marketing Plan to Recruit Automobile Parts Stores***

A common mistake made by for-profit and not-for-profit organizations, including governmental agencies, is to minimize the need for a marketing plan. This is one of the main reasons why about 80 percent of all marketing efforts fail. Organizations do not take the time to develop a comprehensive set of marketing strategies tailored to the characteristics of their marketplaces.

In creating a marketing plan, the jurisdiction will be able to:

- Evaluate the resources it has available to commit to the recruitment program. Since every jurisdiction has a limited amount of money and staff time it can devote to attracting automobile parts stores, it has to use those resources in the most effective manner possible. Creating a marketing plan helps the jurisdiction determine what it has and what it will need in the way of financial and human resources.
- Assess the needs of the marketplace for additional automobile parts stores that accept used oil. A partnership with automobile parts stores can only survive if both the jurisdiction and the store benefit from the association. Stores located in areas in which there are DIYers can benefit from participating in the CCC program. In preparing a marketing plan, the jurisdiction will take a systematic and objective look at the needs of the community in terms of the number and locations of stores, and which automobile parts stores could be desirable targets for its recruiting efforts.
- Recognize that it needs to think strategically when identifying automobile parts stores for possible inclusion in the CCC program. From a business perspective, it is not necessary or desirable for the jurisdiction to enlist every automobile parts store into the CCC program. While having too few participating stores may result in used oil not being recycled, having too many diffuses the benefits of participation to any single store. If all stores in a market area participate, it is likely that no single store will noticeably benefit from increased customer traffic. It also means additional work for the jurisdiction to maintain relationships with more stores. Developing a marketing plan helps the jurisdiction determine which stores are most desirable in order to provide adequate market coverage for DIYers.
- Realize that recruitment is a “selling process.” This is a “business to business” marketing effort, and a good marketing plan always answers a fundamental question of businesses: “what’s in it for me?” While most modern businesses want to be good community citizens, it helps greatly when their owners and managers gain marketing and financial benefits along with the social benefit. A well designed marketing plan contains a series of steps for attracting the automobile parts stores it most wants to have participating in the CCC program.

This tool takes the jurisdiction through the process of creating a marketing plan by using a question-and-answer format which makes it possible to more easily focus on what decisions and strategies need to be made. The end result of using this tool should be to:

- Identify one or more automobile parts stores to target for the jurisdiction’s recruitment efforts. This will be based on market need and the availability of stores in desired locations within the jurisdiction’s service area.

- A set of strategies that the jurisdiction can use effectively and efficiently to prioritize and implement its recruitment efforts.

## ***Tool #2: Identifying Marketplace Needs and Target Automobile Parts Stores***

A marketing program usually will not be successful if the jurisdiction has not developed a good understanding of the needs of the marketplace and has not assessed which automobile parts stores could best serve the needs of DIYers. Tool #2 is designed to assist the jurisdiction to better understand the population and demographic characteristics of its service area and identify automobile parts stores that would be desirable to attract to participate in the CCC program.

Accordingly, this tool consists of two parts. The first is an Excel file containing population and demographic characteristics for nearly all Zip codes within California. Population sizes by demographic characteristics can be used to evaluate which areas within the jurisdiction most needs automobile parts stores to participate in the CCC program.

The second part is an Excel file with the names and addresses of nearly all automobile parts stores in California. These are sorted by Zip code, by county, and whether they already participate in the CCC program. This information can be used to assess which areas within the jurisdiction have adequate numbers of automobile parts stores in the CCC program, and which need additional ones.

The data in Tool #2 is primarily shown by Zip code because sorting by Zip code provides a low-cost basis for mailing to groups of organizations. Additionally, given the mobility of the population, individual Zip codes typically have sufficiently large populations to make it appropriate to analyze them as separate markets within the jurisdiction's service area. However, Zip codes can be combined to form larger groupings if that is more reasonable for some jurisdictions with small population bases or large geographic service areas.

The end result of using this tool is that the jurisdiction will have a market analysis which shows where the population bases are located and how large they are. It will also have an analysis of automobile parts stores in terms of how many there are within the jurisdiction and Zip code areas, which of those already participate in the CCC program, and which non-participating stores would be good candidates for targeting to join the program based on their locations.

### **Market Analysis**

The number of automobile parts stores needed to serve a population group is a function of the number of people within a defined area (i.e., the population density) and their willingness to change their own motor oil. Therefore, the market analysis should begin with an assessment of the size and demographic characteristics of the population within the jurisdiction's service area. This can be done overall or by Zip code. From this, the jurisdiction can identify areas with large numbers of people with demographic characteristics that are likely to change their own motor oil.

Table 1 shows the demographic characteristics of DIYers surveyed for this study (characteristics of DIYers will vary by geographic area).

**Table 1: DIYer Demographic Characteristics by Region**

<b>Respondent's gender</b>	<b>Total percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Female	2.5%	3.0%	2.9%	0.0%	0.6%	7.3%
Male	97.5%	97.0%	97.1%	100.0%	99.4%	92.7%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Respondent age</b>	<b>Total percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Under 18	1.5%	1.0%	0.0%	5.0%	2.6%	0.0%
18 to 20	9.0%	10.0%	8.6%	5.0%	10.3%	5.5%
21 to 35	41.0%	38.0%	40.0%	35.0%	41.3%	49.1%
36 to 50	36.3%	38.0%	35.7%	45.0%	36.8%	29.1%
51 to 64	9.3%	9.0%	12.9%	10.0%	6.5%	12.7%
65 or older	3.0%	4.0%	2.9%	0.0%	2.6%	3.6%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Residential Dwelling</b>	<b>Total percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
House	84.0%	83.2%	88.4%	88.9%	81.7%	84.9%
Condominium	0.8%	1.1%	2.9%	0.0%	0.0%	0.0%
Apartment	15.2%	15.8%	8.7%	11.1%	18.3%	15.1%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Total household income in 2004</b>	<b>Total percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Less than \$25,000	1.6%	0.0%	0.0%	0.0%	4.0%	0.0%
\$25,000 to \$40,000	15.6%	16.9%	14.5%	11.8%	19.4%	4.9%
\$40,001 to \$60,000	38.6%	23.4%	53.2%	41.2%	44.4%	26.8%
\$60,001 to \$75,000	25.5%	26.0%	21.0%	29.4%	26.6%	26.8%
\$75,001 to \$100,000	17.4%	28.6%	11.3%	17.6%	5.6%	41.5%
More than \$100,000	1.2%	5.2%	0.0%	0.0%	0.0%	0.0%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Respondent's ethnicity</b>	<b>Total percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
African-American	10.6%	7.1%	8.6%	5.0%	12.9%	14.8%
Asian-American	10.1%	13.3%	11.4%	5.0%	7.1%	13.0%
Caucasian	28.7%	33.7%	51.4%	50.0%	11.0%	33.3%
Hispanic/Latino	50.6%	45.9%	28.6%	40.0%	69.0%	38.9%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

This analysis will assist the jurisdiction to estimate the number of DIYers and where the largest concentrations reside. It is recommended that these locations be plotted on a local map so that the jurisdiction can conveniently identify areas that may be targeted for more CCC-participating automobile parts stores.

### **Automobile Parts Store Location Analysis**

The second part of this tool contains information on the number and locations of automobile parts stores by Zip codes and county. Once the jurisdiction has highlighted geographic areas with significant population densities that are likely to contain DIYers, it can determine how many automobile parts stores are located within the area and which of those already participate in the CCC program. This will provide the jurisdiction with information for assessing how many more stores are needed, and which of the ones that

do not participate should be targeted to join the CCC program.

For the recruitment program to be successful, the marketplace needs adequate coverage of automobile parts stores which will accept used oil. Generally in retailing, the “market” for a store includes an area of between two and five miles in radius. This distance, however, is reduced by physical barriers such as rivers and highways, and by psychological barriers including high-traffic intersections and major thoroughfares.

To be responsive to the entire service area, the jurisdiction may want to have at least one or more automobile parts stores accepting used oil in each trading area. Accordingly, the jurisdiction may not want to just focus on geographic areas with potentially large populations of DIYers. It also may wish to ensure that residents of outlier areas have an adequate number of outlets for recycling used oil. This component of Tool #2 can assist the jurisdiction to determine which automobile parts stores would be most conveniently located to serve each trading area.

### ***Tool #3: Automobile Parts Store Desirability Index***

Having “enough” stores participating in the CCC program will not ensure its success. The jurisdiction needs to have the “right” stores in the program because not all automobile parts stores are equally desirable for attracting DIYers. Tool #3 can assist the jurisdiction in evaluating alternative automobile parts stores.

Store desirability is a function of a variety of factors, including its location, characteristics of customers, physical size and range of merchandise, visibility from the street, and convenience of parking. These and other factors important in assessing whether an automobile parts store would make a desirable participant in the CCC program have been grouped into five broad attributes: Store Location, Store Customer Base, Store Access, Store Interior, and Store Staff. The jurisdiction can modify these factors for its particular setting by adding other relevant variables and/or taking out those in the tool which are not essential.

The jurisdiction can rate various stores on these attributes and determine an overall desirability index. Because some factors will be more important than others in the rating, the jurisdiction can place different weights on each.

This tool is presented in an Excel spreadsheet to allow the jurisdiction to make a more objective evaluation of the desirability of the various automobile parts stores to target. The jurisdiction can enter the ratings and the weightings it wishes to use, and the desirability of an automobile parts store will be computed automatically. The end result for each evaluation is an overall desirability statistic which will make it easier to rank order the stores in terms of which to target first.

Inherent in the use of this tool is the need to make site visits to the automobile parts stores. This, however, serves a dual purpose. First, it makes it possible to better evaluate stores in terms of their desirability for the CCC program. Viewing the store as a potential DIYer would do provides a good perspective of that store’s desirability.

Second, the information obtained from the site visit will be important in tailoring the sales efforts towards those stores the jurisdiction wants to target. How this information can be used is described in Tools #5, #6, and #7.

#### ***Tool #4: Business Analysis Model for Participating in the CCC Program***

The jurisdiction must view participation in the CCC program at least partly from a business perspective. To the extent that a target automobile parts store can benefit economically from the program in addition to providing a service to the community, the probability of its joining and participating over the long term are greatly enhanced.

Accordingly, the purpose of Tool #4 is to allow the jurisdiction and owners and managers of automobile parts stores to assess the economic value of participating in the CCC program. Not all owners and managers, of course, expect to profit from the program. However, good managers will at least want to know what their costs will be so they can evaluate whether their stores can financially afford to spend money on this program. This tool makes it possible for them to conveniently estimate the financial implications of their decisions.

This tool is presented in an Excel spreadsheet so that an automobile parts store owner or manager can enter the store's operating data to estimate the profits or costs of participating in the CCC program. The store owner or manager only has to enter a total of 15 numbers. The model will project the level of business activity that will occur, the amount of time it will take staff to collect the used oil and the costs in terms of staff wages and benefits, and the possible incremental revenues and their gross margins resulting from any increased store traffic caused by participation in the CCC program.

Most of the data required can be obtained from the store's financial statements and/or its cash register receipts summary. If some data is missing, the owner or manager can estimate the numbers or use the default statistics derived from the surveys of DIYers and automobile parts store owners and managers. Because the numbers the owner or manager will enter are estimates, this tool provides only a basis for projecting possible profits or costs.

One of the best features of this tool is that different sets of data can be entered to test the profits or costs under varying scenarios. The owner or manager can enter her or his "best guess" and the "best case" and "worst case" scenarios. The spreadsheet will calculate the profits or costs under all three scenarios to give the owner or manager a good perspective of what to expect from the program.

#### ***Tool #5: Marketing Materials for Attracting Automobile Parts Stores into the CCC Program***

A set of marketing materials was created to help the jurisdiction "sell" the CCC program to owners and managers of automobile parts stores. These materials are provided in Tool #5.

The materials help explain what is required of participating automobile parts store, and what they can expect in terms of benefits from the CCC program. The content was placed into a series of "fact sheets" that the jurisdiction can use in its overall marketing effort. The sheets are:

- Why Participate in the CCC Program?
- What Participants Say About the CCC Program.
- The Economics of Participating in the CCC Program.

- The “Myths” and “Realities” of Participating in the CCC Program.
- How to Promote Your Participation in the CCC Program.
- How to Benefit From Participating in the Program.
- How to Resolve Contaminated Oil and Other Problems.
- How to Become a Participant in the CCC Program.
- Sources of Additional Information about the CCC Program.

The fact sheets are presented in a format commonly preferred by business owners and managers—relatively short and to-the-point. They address many of the questions and concerns owners and managers may have about participating in the CCC program. Much of the content was based on information obtained from surveys of owners and managers who do and do not participate in the CCC program.

The fact sheets were designed to be used by the jurisdiction individually or in combination with others sheets and/or other material it may want to provide store owners and managers. The jurisdiction may edit the material to fit its particular market conditions and strategies it wishes to employ.

One of the most useful attributes of these marketing materials is that they create opportunities for the jurisdiction to interact with automobile parts store owners and managers. The documents provide a reason for making contact and form the basis for conversing with the owner or manager about CCC program attributes.

The jurisdiction should decide which fact sheets to send in advance of a sales presentation to stimulate interest in the program, which to use during a the presentation, and which to use as follow up material subsequent to a meeting. Integrating these fact sheets into the selling effort can help to emphasize the positive aspects of participating in the CCC program.

### ***Tool #6: Developing Incentive Programs to Attract Automobile Parts Stores***

In developing marketing strategies to attract targeted automobile parts stores to the CCC program, the jurisdiction needs to address the issue of “who needs who”—does the jurisdiction need the automobile parts store or does the automobile parts store need the jurisdiction’s program? Most likely, owners and managers of automobile parts stores either do not know much about the CCC program or do not consider participation in it to be central to business success. If this were not the case, they would already be willing participants.

Therefore, the jurisdiction needs to motivate owners and managers to consider the program. Tool #6 provides information on how to formulate strategies to stimulate owner and manager interest, when incentives work best, what incentives might work well, and ways to motivate automobile parts store owners and managers.

The jurisdiction can provide evidence that participation in the CCC program provides financial and marketing incentives in their own right. According to participating owners and managers, the CCC program can increase store recognition, customer traffic, and store revenues—three very motivating factors to people in business. The jurisdiction can add additional incentives of making the program easy to join and participate in on an on-

going basis, assistance with obtaining storage tanks and the services of used oil haulers, and making handout materials available that promote recycling. The end result of using Tool #6 is to have strategies to gain the attention of store owners and managers and encourage them to seriously consider participation in the CCC program.

### ***Tool #7: Steps to Selling the CCC Program to Automobile Parts Stores***

Enlisting the participation of targeted automobile parts store is a selling process. Owners and managers of non-participating stores either are unaware of the CCC program or have some reservations about joining. For many of them, the decision as to whether to participate will have business foundations. They will want “facts,” and will have questions that need to be answered. As such, the decision is not likely to be made until a jurisdiction representative meets personally with the store owner or manager. Business people usually are not swayed to the point of purchase by media advertising, direct mail pieces, etc.

The ultimate success of the sales presentation is as much a function of the preparation for the meeting as it is the meeting itself. Tool #7 provides the jurisdiction with a step-by-step approach to developing the sales presentation. The steps include learning more about the store and its operations, determining who the decision-maker will be relative to participating in the CCC program (which could be especially important in chain stores), planning a strategy to obtain the owner’s or manager’s attention, providing the owner or manager information in advance of the meeting, conducting the presentation, and following up after the meeting.

This tool includes tips on arranging meetings with store owners or managers. Based on some jurisdictions’ experiences, it appears that one of the more difficult parts of recruiting automobile parts stores is obtaining the first meetings with store owners or managers. Accordingly, special attention must be given to generating sufficient interest among store owners and managers to even have a chance to “sell” the program.

Additionally, no single presentation will be effective on all store owners and managers. Because of this, Tool #7 does not contain a “canned” presentation. Instead, it provides information to assist the jurisdiction in tailoring each presentation to the individual store owner or manager.

Tool #7 has an accompanying worksheet (Tool #7B) which identifies questions automobile parts store owners and managers are likely to ask. The jurisdiction can better prepare for the sales presentation by having answers ready in advance so questions or concerns from owners and managers can be effectively addressed during the meeting.

The end result of using Tool #7 and #7B is to develop a sales presentation that is based on having done an appropriate amount of preparation to ensure that the meeting is focused, informative, motivating, and successful. An impressive presentation will reflect well on the quality of the CCC program, and make it more likely that the owner or manager will agree to participate in the program.

### ***Tool #8: Testimonials from Automobile Parts Stores that Participate in the CCC Program***

While an effective sales presentation can do much to ensure that a targeted automobile parts store will join the CCC program, owners and managers of these stores are likely to

be somewhat skeptical of claims being made by the jurisdiction. After all, they are accustomed to sales efforts—and probably use similar techniques with their customers.

For this reason, testimonials can provide a degree of credibility to the claims made in the recruiting effort. To the extent that testimonials are viewed as objective and representative of participants in the CCC program, they will reinforce the benefits of the program and mitigate concerns the owner or manager may have.

Tool #8 contains facts derived from the surveys of owners and managers of automobile parts stores that do and do not participate in the CCC program, and from DIYers. These are provided instead of quotes from satisfied customers for two reasons. First, direct quotes should be from people within each community that are known and respected. Tool #8 contains suggestions for soliciting comments from owners and managers in the community. Second, the statements included in Tool #8 are based on large numbers of responses and thereby may have more credibility than statements solicited from only a few owners or managers. When local comments are coupled with the statements from large numbers of people statewide, the jurisdiction will have a powerful combination of testimonials to use in its recruiting process.

The jurisdiction can use this tool to help support its claims that participation in the CCC program provides real financial and marketing benefits to automobile parts stores as well as a community service. The credibility of the facts comes from the surveys being conducted by an independent and unbiased institution (California State University, Sacramento). The jurisdiction can stress the fact that relatively large numbers of owners and managers are saying much the same things about the benefits of the program.

This tool can be used in one of two places within the recruiting process. One option is to send the testimonials to owners and managers as preliminary material when seeking to secure a meeting in which to sell the program. The other option is to use it as a handout during the sales presentation to enhance the credibility of the claims being made by the jurisdiction. If testimonials are not critical to establishing a meeting, it generally is recommended to use this tool during the sales presentation as supporting documentation.

### ***Tool #9: Questions and Answers about the CCC Program for Automobile Parts Store Owners and Managers***

Because this recruitment is a “business to business” marketing effort, owners and managers of targeted automobile parts stores can be expected to have questions about all facets of the program. Tool #9 contains a compilation of questions these owners and managers are likely to ask, and possible answers the jurisdiction can use to respond to their inquiries and concerns. Having well-formulated answers to questions, and sometimes even providing the answers before the questions arise, can significantly improve the likelihood of stores joining the CCC program.

The questions and answers contained in this tool are divided into four sets that reflect a likely series from getting started with the program to becoming fully operational:

- Preliminary Issues about the Program: These questions focus on concerns owners and managers may have about what it takes to participate in the CCC program.
- Getting Started in the Program: These questions center on such issues as how a store would apply and begin collecting used oil in the CCC program.



- **Operating the Program:** These questions focus on how the store will collect used oil, provide good customer service, and benefit from participating in the CCC program on an on-going basis.

The jurisdiction should review both the questions and answers and adjust them as appropriate because every jurisdiction's market conditions vary, and store owners or managers may have different concerns.

### ***Tool #10: Following Up with Automobile Parts Store Owners and Managers***

The “marketing process” for recruiting automobile parts stores to participate in the CCC program does not end once the sales presentation is completed. This post-presentation period is a critical time in the recruitment process, and the follow up is an essential part of either completing the process of joining or changing an unfavorable decision to a favorable one.

Tool #10 is designed to assist the jurisdiction to understand the value of following up with owners and managers of targeted automobile parts stores, develop methods for following up with these people, and design communication messages that will impact owner or manager decisions.

If the owner or manager decides to participate, follow up will be needed to ensure that the store has filed its application and starts preparing to accept used oil. A good start is important not only for serving DIYers, but also for ensuring that the owner or manager is satisfied with how the program is progressing. For those who will participate, it creates a recognition that the jurisdiction will be available to assist them in getting started and with future issues that may arise.

If the owner or manager decides not to participate, or does not make a decision, follow up is needed to try to determine the reason(s) and make another attempt to resolve any concerns that stand in the way of joining the program. The follow up can provide both additional information and time to reconsider their decisions. Even if these people still decide not to participate, the follow up creates heightened awareness of the program and establishes a channel for future communication. At minimum, it will set the stage for future contact that may yield more positive results.

Ultimately, the jurisdiction will want to follow up with the owner or manager to:

- Reinforce key benefits of the CCC program, both in terms of its financial and marketing value and being a good community citizen.
- Demonstrate that the jurisdiction wants the store's participation and has the mechanism for keeping communication lines open.

The end result of using this tool is to develop good follow up procedures for owners and managers who decided to, or not to, participate in the CCC program.

### ***Tool #11: A Template for Store Procedures for Accepting Used Oil from a Customer***

Some of the concerns of automobile parts store owners and managers have about participating in the program focus on how to develop a process for collecting used oil from DIYers that is efficient, in compliance with state and local regulations, results in

good customer experiences, and creates opportunities for additional sales. Tool #11 is designed to make it easier for automobile parts stores to develop procedures for properly collecting used oil.

This tool contains a sample set of procedures for accepting used oil from customers. The store owner or manager will need to adapt its contents to desired ways of doing business, and then insert it directly into the company's policy and procedure manual or use it as a stand-alone set of instructions for the staff which collect used oil.

The jurisdiction can use this tool as a means of encouraging owners and managers to participate in the program by showing them that the procedures for collecting used oil have already been prepared for their stores. The tool can be given to an owner or manager at the time of the sales presentation or as part of the follow up.

The jurisdiction also should provide this tool to owners and managers who decide to participate in the program. It will make it easier for these owners and managers to create procedures that satisfy program requirements and provide good customer service.

### ***Recruiting Brochure for Auto Parts Stores***

The Recruiting Toolkit includes a separate pre-printed recruiting brochure you can use to help inform potential participants about the program. The recruiting brochure "Used Oil Recycling Program Benefits to Your Business" is available from CIWMB three different ways:

- Request from your Used Oil Block Grant Manager at CIWMB.
- Request by e-mailing the Used Oil Program's e-mail address at: [UsedOil@ciwmb.ca.gov](mailto:UsedOil@ciwmb.ca.gov).
- Download from the CIWMB website at <http://www.ciwmb.ca.gov/Publications/default.asp?cat=17> (link to "Used Oil Recycling Program: Benefits to Your Business" [Publication number 610-06-002]).

The brochure includes information on the following:

- Benefits to Joining the Used Oil Collection Center Program.
- Collection Center FAQs.
- Collection Center Responsibilities.
- Myths and Realities of the Program.
- Mini-brochure tri-fold pullout with FAQs, Benefits, & Responsibilities.
- Recruitment Letter from Board Chair.
- Application Form.
- Sample Collection Log.
- Sample Payment Claim Form.

# Guidance Documents for use by Jurisdictions and Automobile Parts Stores

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The following section is a comprehensive description of each of the eleven tools briefly described in the previous section. The 11 CCC recruiting tools described are:

- Tool #1: Developing a Marketing Plan to Recruit Automobile Parts Stores.
- Tool #2: Identifying Marketplace Needs and Target Automobile Parts Stores Market Analysis.
- Automobile Parts Store Location Analysis.
- Tool #3: Automobile Parts Store Desirability Index.
- Tool #4: Business Analysis Model for Participating in the CCC Program.
- Tool #5: Marketing Materials for Attracting Automobile Parts Stores into the CCC Program.
- Tool #6: Developing Incentive Programs to Attract Automobile Parts Stores.
- Tool #7: Steps to Selling the CCC Program to Automobile Parts Stores.
- Tool #8: Testimonials from Automobile Parts Stores that Participate in the CCC Program.
- Tool #9: Questions and Answers about the CCC Program for Automobile Parts Store Owners and Managers.
- Tool #10: Following Up with Automobile Parts Store Owners and Managers.
- Tool #11: A Template for Store Procedures for Accepting Used Oil from a Customer.

# Tool 1: Creating a Marketing Plan

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This tool contains information on developing effective marketing plans to attract automobile parts stores to participate in the Certified Collection Center (CCC) program. The tool also contains a template with questions for jurisdictions to consider when creating a marketing plan.

## ***Developing Marketing Strategies***

Suggestions for developing successful marketing strategies include:

- ***Identify residents of the jurisdiction's service area as the primary target market(s) for recycling used oil.*** The initial target in a marketing program is **NOT** the automobile parts store—it is the residents of the area. Once the jurisdiction identifies the residents it wants to target to increase used oil recycling, it can then determine which automobile parts supply stores it needs to target and attract to serve these potential customers. This ensures that efforts to attract automobile parts stores will concentrate on those that are convenient to residents.

Perhaps the most important part of a marketing plan is to not lose sight of the fact that jurisdictions need to attract residents of the area to recycle used oil. Most or all of the jurisdiction's marketing efforts can be directed to attracting automobile parts stores to participate in the program. However, it must focus on attracting those stores with customers who are already DIYers. If the focus starts with automobile parts stores (and not the DIYers), there is no assurance that people within those stores' trading area are ones who change their own oil.

- ***Identify individual target markets for the CCC program.*** The operating characteristics of automobile parts stores vary greatly. Some are independently owned and operated while others are part of chain organizations. Some do large volumes of business across broad customer constituencies while others are smaller and more niche oriented. Some are located in major metropolitan areas with intense competition while others are in rural settings with relatively little competition. A good marketing plan recognizes the unique characteristics and needs of automobile parts stores with different characteristics and in various market settings.
- ***Develop realistic goals for what is to be achieved for each target market based on what resources the jurisdiction has available for the marketing program.*** In many respects, “business to business” marketing is more difficult than consumer marketing because it is more “hands on” and the “buyers” are more sophisticated.
- ***Select individual target markets and concentrate on serving them within a given period of time.*** It usually is not possible to do everything for all groups at the same time. Sequence the marketing efforts to target individual markets over time. For example, decisions have to be made as to whether to focus on where the largest population bases are and ensure that there is adequate automobile parts store coverage, whether to target particular population groups (e.g., based on ethnicity, income), or whether to target corporate chains to get a larger number of stores involved versus targeting independent owners who make local decisions.
- ***Develop marketing strategies specifically for individual target markets.*** How the jurisdiction approaches a target market, what it emphasizes in terms of benefits of

participating in the CCC program, and how it promotes the program to automobile parts stores need to be tailored to the nuances of each market if they are to be effective.

For example, it is quite likely that chain automobile parts stores will need the approval of their corporate offices before agreeing to participate in the CCC program. Accordingly, the jurisdiction must decide whether to approach the individual store and try to obtain its support to go up the chain of command, or to start with the corporate office and gain its support before approaching individual stores.

On an individual store basis, those that are located in higher income areas where the volume of business may be less will need different messages than those located in areas where many residents are likely to change their own oil. Similarly, stores located in urban areas where there may be intense competition will need to be approached in a different manner, and will need different support material, than will those located in more rural areas.

- ***Evaluate the success of the marketing program at least every three to six months.*** No plan is perfect, and adjustments may be needed periodically to tailor it more to the target markets. Additionally, there are at least three dimensions to what marketing plans should be designed to do. One is to ***attract*** automobile parts stores to participate in the CCC program. Another is to ***keep*** the stores in the program, especially when problems arise or the volume of business—either too much or too little—appear to make it not worth the effort. A third dimension is to encourage stores to ***actively promote*** and encourage used oil recycling—a successful CCC program requires the sustained effort on the part of both jurisdictions and automobile parts stores.

## ***Marketing Plan Template***

This template contains a series of questions that need to be answered when developing a marketing plan. The format for the plan can simply follow the series of questions and answers provided by the jurisdiction.

### **Internal Assessment:**

#### **A. What resources does the jurisdiction have available?**

##### **1. Financial:**

- a. How much money does the jurisdiction have to promote used oil recycling to residents within targeted geographic areas?
- b. How much money does the jurisdiction have to retain and attract automobile parts stores to participate in the CCC program?

##### **2. Staff:**

- a. How much staff time is available to spend on retaining and attracting automobile parts stores to participate in the CCC program?

##### **3. Marketing:**

- a. How aware are automobile parts stores of the CCC program?
- b. How supportive are automobile parts stores of the CCC program?

## **External Assessment**

- A. What are the population characteristics of the jurisdiction's service area, and how will it change within the next two to three years?
  - 1. How many people reside and/or work in the service area, and how will that number change in the next two to three years?
- B. What changes in automobile parts stores can be expected within the next two to three years?
  - 1. To what extent will there be a growth or decline in the number of independent and chain automobile parts stores within the next two to three years?
  - 2. How will independent and chain automobile parts stores change with respect to physical size, interior layout, and nature of operations within the next two to three years?

## **Target Market Assessment and Definition**

- A. Who are possible target markets for used oil recycling programs, how attractive is each target market, and how viable is it to target each market?
  - 1. How can the residents of the jurisdiction's service area be segmented into meaningful groupings (geography, gender, income, ethnicity, etc.) for outreach purposes?
  - 2. Are there enough people in each possible segment to make them attractive for used oil recycling at this time?
  - 3. What are the needs of each possible segment with respect to used oil recycling programs?
  - 4. How many automobile parts stores by type and geographic area are needed to adequately service residents of each possible segment?
- B. What internal resources are needed to attract and serve each possible segment?
  - 1. What are the costs of maintaining relations with automobile parts stores that participate in the CCC program and attracting new ones into the program for each possible segment?
  - 2. How much staff time is needed to maintain relations with automobile parts stores that participate in the CCC program and attracting new ones for each possible segment?

## **Marketing Goals**

What does the jurisdiction want to accomplish? What are the overall goals?

- A. Program Adoption and Retention:
  - 1. What types of automobile parts stores (e.g., chain, independent, small, large) does the jurisdiction want to retain in and add to the CCC program?
  - 2. In what geographic areas does the jurisdiction want to retain in and add automobile parts stores to the CCC program?

3. How many automobile parts stores of each type and in each geographic area does the jurisdiction want to retain in and add to the CCC program?

### Marketing Strategies

The jurisdiction's marketing efforts for attracting and retaining automobile parts stores to participate in the CCC program consist of product and service, price, and promotion strategies.

- A. What **"product and service strategies"** will help the jurisdiction to attract and retain automobile parts stores to participate in the CCC program for each selected segment?
  1. How well are existing processes for collecting used oil working to meet the needs of each selected segment of the automobile parts store market?
  2. What services can the jurisdiction provide to assist automobile parts stores that participate in the CCC program?
  3. What products and/or services can the jurisdiction provide to residents of targeted geographic areas/groups to encourage them to take their used oil to automobile parts stores that participate in the CCC program?
- B. What **"distribution strategies"** (strategies that help the jurisdiction make the used oil recycling program available in the community) does the jurisdiction need to use for each selected segment of the automobile parts store market?
  1. In what geographic areas are additional automobile parts stores needed that participate in the CCC program?
  2. What days and hours are appropriate for collecting used oil at automobile parts stores that participate in the CCC program?
- C. What **"pricing strategies"** does the jurisdiction need to use for each selected segment?
  1. What "costs" are reasonable for automobile parts stores to incur that participate in the CCC program?
  2. What could be done to reduce the costs of collecting used oil incurred by automobile parts stores that participate in the CCC program?
- D. What **"promotion strategies"** does the jurisdiction need to use for each selected segment of the automobile parts store market?
  1. Promotion to retain and attract automobile parts stores to participate in the CCC program:
    - a. What message(s) should be used to retain and attract automobile parts store of each type and geographic area to participate in the CCC program?
    - b. What promotional method(s) (i.e., advertising, personal selling, publicity) should be used to retain and attract automobile parts store of each type and geographic area to participate in the CCC program?
    - c. When should the jurisdiction promote the CCC program to retain and attract automobile parts store of each type and geographic area to

participate in the CCC program?

2. Promotion to attract residents of the geographic area/group to turning their used oil at automobile parts stores that participate in the CCC program (optional):
  - a. What message(s) should be used to attract residents to turn in their used oil at automobile parts stores that participate in the CCC program?
  - b. What promotional method(s) (i.e., advertising, personal selling, publicity) should be used to attract residents to turn in their used oil at automobile parts stores that participate in the CCC program?
  - c. When should the jurisdiction promote the CCC program to attract residents to turn in their used oil at automobile parts stores that participate in the CCC program?

### **Marketing Program Assessment**

- A. What will be done to assess the marketing efforts used to retain and attract automobile parts stores to participate in the CCC program?
  1. When should the assessments be made?
  2. What standards should be set to measure success for each variable?
- B. What will be done to assess the marketing efforts used to attract residents of targeted geographic areas/groups to turn in their used oil at automobile parts stores that participate in the CCC program?
  1. When should the assessments be made?
  2. What standards should be set to measure success for each variable?
  3. Who will make the assessments?
  4. Other: \_\_\_\_\_



## Tool 2: Identifying Marketplace Needs and Target Automobile Parts Stores

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A good marketing program begins with an assessment of the needs of the marketplace. How many people live in the service area, where they are located, their propensity to change their own motor oil and turn it in to a collection center, etc. are important considerations when building a network of automobile parts stores that participate in the CCC program. To the extent that the jurisdiction understands the characteristics of the marketplace, it will be better able to decide how many automobile parts stores are needed in the jurisdiction's service area, where they need to be located, and what other operating characteristics the stores need to have (e.g., staff with second language skills).

In addition to assessing the needs of the local DIYers, it is necessary to determine where current and potential locations are available for recycling used oil. As noted previously, automobile parts stores collect more DIYer oil in California than any other collection method. The reasons for this are varied, but one of the main factors appears to be that DIYers like to recycle their oil at the place they buy their motor oil. Unfortunately, many "big box" stores, which sell a large amount of motor oil to DIYers, have corporate policies in place which discourage individual stores from becoming used oil collection centers.

The purpose of this tool is to provide the jurisdiction with a method for assessing market needs for automobile parts store outlets for used oil collection within its community. It provides information the jurisdiction can use to understand the demographic characteristics of the marketplace and how many automobile parts stores there are within the service area.

### ***Needs Assessment Pre-Analysis: "Low-tech" Approach***

Before using Tool 3 (Identifying Target Automobile Parts Stores), first determine where your existing CCCs are located. You can use the CCC locator on the CIWMB website for a printout of your current CCCs, at [www.ciwmb.ca.gov/UsedOil/CrtCntrs.asp](http://www.ciwmb.ca.gov/UsedOil/CrtCntrs.asp), or, ask your block grant manager for a printout of your CCCs.

Mark the location of each CCC on a map, indicating automobile parts stores in a different color than non-automobile parts stores. The Thomas Guide<sup>®</sup> map books have maps with Zip codes marked, and also have excellent large-scale maps that work well for marking CCCs. Because CCC automobile parts stores collect much more DIYer oil than other CCCs, the jurisdiction will want to note which areas of interest are underserved by automobile parts store CCCs. The following directions can help determine which Zip codes in the jurisdiction are more likely to have greater numbers of DIYers.

### ***Needs Assessment Pre-Analysis: "Higher-tech" Approach***

Two sets of data that relate to marketplace information were compiled in this tool. These data sets contain (1) demographic information on nearly every Zip code serviced by jurisdictions (Tool 2A: Demographic Data Set), (2) a compilation of automobile parts stores in California (names and addresses) identifying whether or not they are CCCs (Tool 2B: Automobile Parts Store Data Set). In addition, an analysis sheet (Tool 2C: Analysis Sheet) is provided that will assist the jurisdiction to conveniently analyze clusters of data to assess the need to recruit additional automobile parts stores.

The data sets are included in one spreadsheet available on the CIWMB website at: [www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool2.xls](http://www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool2.xls)

Additionally, a current listing by city or county of automobile parts stores that participate in the CCC program also is available at the CIWMB website: [www.ciwmb.ca.gov/UsedOil/CrtCntrs.asp](http://www.ciwmb.ca.gov/UsedOil/CrtCntrs.asp). This information will help the jurisdiction to update the automobile parts store data set.

If the jurisdiction wants to obtain more detailed information about household incomes by Zip code, it can access this from American FactFinder, an Internet source of the U.S. Census Bureau. The website is: [www.factfinder.census.gov/home/saff/main.html?lang=eng](http://www.factfinder.census.gov/home/saff/main.html?lang=eng). This provides both general and detailed income and other statistics by Zip code as well.

## ***Demographic and Automobile Parts Store Data Sets***

The information contained in the demographic and automobile parts store data sets is presented in one Excel spreadsheet with four worksheets. Tool 2A contains a variety of demographic data for the service areas of most, if not all, jurisdictions. It is presented by Zip code, and sequenced from Zip code 90001 to 96161. Zip codes for which no demographic data is available also are identified.

Tool 2B contains a template to use in identifying CCCs located in California. The directions for Tool 2B explain how a jurisdiction can identify those automobile parts stores that are and are not participating in the CCC program. This information can then be used in conjunction with the demographic profile of the area to determine whether it would be useful to have more automobile parts stores in a particular area participate in the CCC program. To make the list of automobile parts stores data set more user friendly, there are two versions of it—the worksheet titled “2B-1 Auto Parts Store City Sort” is sorted by county and city, and the worksheet titled “2B-2 Auto Parts Store Zip Sort” is by Zip code.

Tool 2C allows the jurisdiction to combine various Zip code data on demographic characteristics and automobile parts stores to examine whether there are adequate numbers of stores already participating in the CCC program or whether new ones need to be added. In this Analysis Sheet, the jurisdiction can examine data for as many as 25 Zip code areas in each of potentially ten clusters.

The information contained in these data sets can be used for several purposes.

It can assist the jurisdiction to better understand the demographic composition of the geographic areas it serves. By simply sorting the data in the manner described below, the jurisdiction can compile the demographic characteristics of the Zip codes that comprise its service area. This will not only tell how many people are in the service area, but their gender, age, ethnicity, and household composition. With this information, the jurisdiction can make more informed decisions about whether particular Zip codes or clusters of Zip codes hold much potential to increased used oil recycling, and whether more automobile parts stores need to be participating in the CCC program.

For example, the jurisdiction may believe that certain age or ethnic groups are more likely to change their own motor oil and would recycle this oil if they could do it conveniently. A survey conducted in 2005 of California consumers who change their own oil found the demographic characteristics shown in Table 2.

**Table 2: DIYer Demographic Characteristics Statewide**

<b>Respondent's gender</b>	<b>Percent</b>
Female	2.5%
Male	97.5%
<b>Total</b>	<b>100.0%</b>
<b>Respondent age</b>	<b>Percent</b>
Under 18	1.5%
18 to 20	9.0%
21 to 35	41.0%
36 to 50	36.3%
51 to 64	9.3%
65 or older	3.0%
<b>Total</b>	<b>100.0%</b>
<b>Respondent's ethnicity</b>	<b>Percent</b>
African-American	10.6%
Asian-American	10.1%
Caucasian	28.7%
Hispanic/Latino	50.6%
Other	0.0%
Total	100.0%
<b>2005 Household Income</b>	<b>Percent</b>
Less than \$25,000	1.6%
\$25,000 to \$40,000	15.6%
\$40,001 to \$60,000	38.6%
\$60,001 to \$75,000	25.5%
\$75,001 to \$100,000	17.4%
More than \$100,000	1.2%
<b>Total</b>	<b>100.0%</b>
<b>Residence Type</b>	<b>Percent</b>
House	84.0%
Condominium	0.8%
Apartment	15.2%
<b>Total</b>	<b>100.0%</b>

If the jurisdiction wants to target one or more of these clusters, it can use the database to identify the Zip code areas within its service area that has larger number of people with these characteristics. This Zip code or cluster of Zip codes may then be examined to determine if they are adequately served by the automobile parts stores in their geographic area(s) that already participate in the CCC program. While the most current statistics on household income have to be accessed from American FactFinder, this is an easy-to-use source, and the data can be inserted into the spreadsheet provided with this Tool.

1. Every jurisdiction has limited staff and financial resources to use to attract automobile parts stores to participate in the CCC program. The data will allow the jurisdiction to make informed decisions about how to allocate these resources to targeted groups. By knowing the number of people in each Zip code or cluster of Zip codes, the jurisdiction can decide which one(s) warrant a commitment of staff members and financial resources to ensuring there are an adequate number of

automobile parts stores participating in the CCC program to serve the population's needs.

2. By sorting this data into clusters of Zip code areas, the jurisdiction can prioritize its efforts based on the characteristics and size of the population clusters in its service area. This ensures that the jurisdiction's resources are focused on where they can do the most good for the greatest number of people.
3. By using Tool 2B and 2C the jurisdiction can assess how many automobile parts stores are located within its service area, and which of those are CCCs. For example, it can determine which Zip codes have larger populations with particular characteristics that might be linked to being a DIYer (e.g., gender, age, income, and ethnicity). Then, an assessment can be made as to whether there are sufficient numbers of CCCs within each Zip code, as well as identify non-CCC automobile parts stores to target for becoming CCCs. Since Tool 2B contains the addresses of the CCCs, the jurisdiction also can examine whether they are strategically located geographically to be of most benefit to the communities the jurisdiction is serving.

Overall, Tools 2A, 2B, and 2C are designed to help the jurisdiction better define the size of the population in clusters of its service area, determine how many people have particular demographic characteristics within each that may be more likely to recycle their used oil if they had collection centers conveniently located near them, and assess whether to expand the number of automobile parts stores participating in the CCC program, and which ones are in locations that are best suited to attracting people who might recycle their used oil.

Before conducting an in-depth analysis of the population's needs, look at the listing of automobile parts stores in the areas of interest to determine if there are too few or too many. If the number of parts stores is relatively few, the jurisdiction may want to recruit all or most of them to become CCCs. There is no set number of potential stores that is considered "too few" or "too many." It depends upon the time, resources, and comfort level as to the number of new CCCs the jurisdiction is capable of and willing to recruit.

### ***How to Use the Automobile Parts Store Data Set (Tool 2B-1)***

The automobile parts stores data set contains a listing of stores located in California and identifies which of these participate in the CCC program. Two different worksheets contain a list of automobile parts stores. For this initial analysis, use the one labeled "2B-1. Automobile Parts Stores-City Sort." The data set consists of the names, addresses, and telephone numbers of the automobile parts stores from a list purchased by the CIWMB. This data set will help the jurisdiction determine how many automobile parts stores are in a particular cluster of Zip codes, city or cities, and county. The list also shows automobile parts stores that currently participate in the program, and also shows all current CCCs that are likely to be used by DIYers. Current CCCs that are quick lubes, automobile repair shops, or car dealerships are not listed here, because DIYers use them very infrequently to recycle their oil. The data also will be useful when deciding which non-participating stores to target to join the CCC program.

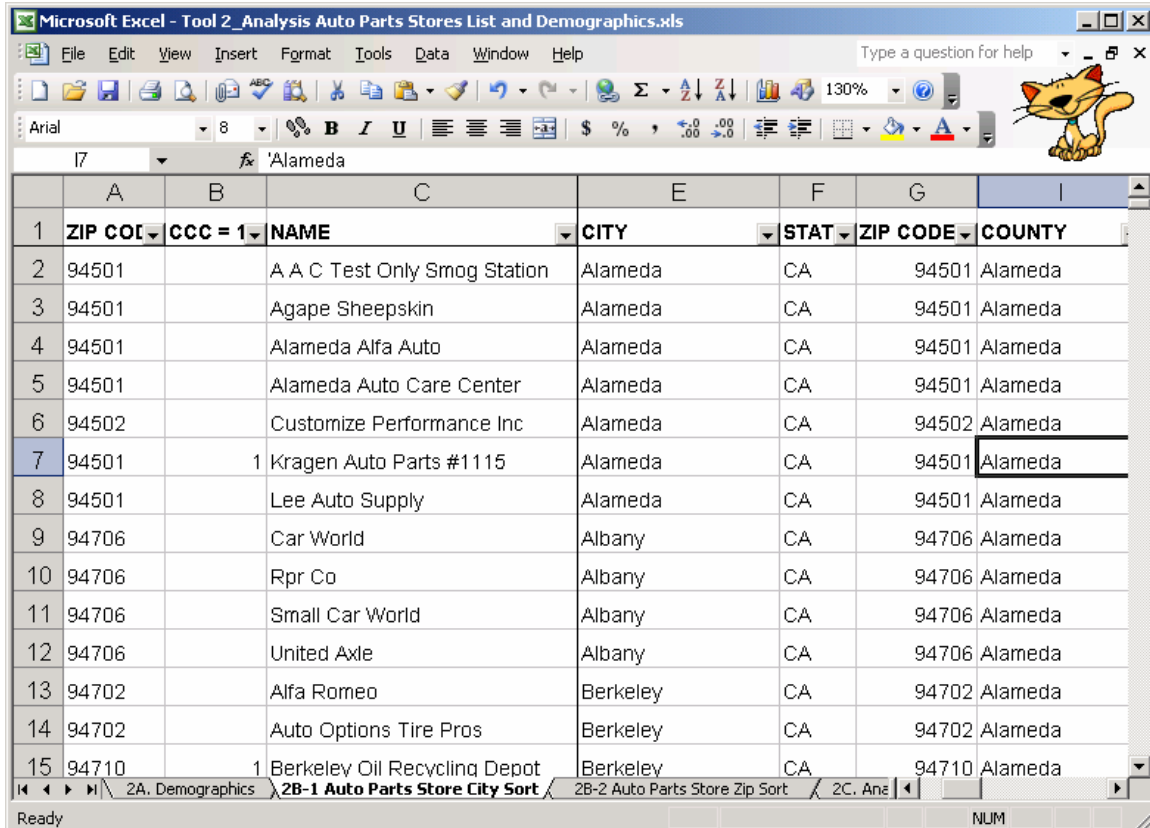
A note about the list of automobile parts stores: The list contains businesses that identified themselves to the California Franchise Tax Board that they were one of the following types of businesses: automotive parts stores, automobile and home supply stores, automobile and truck equipment and parts stores, automotive accessories stores, automobile parts and batteries stores, and automotive and truck stores. Not all listed businesses are specifically "automobile parts stores" and therefore, the list must be

evaluated critically to determine if the businesses listed for the jurisdiction fit the criteria to be recruited as a CCC.

To look at the automobile parts stores in an area, open up the “Tool 2” spreadsheet, then open the worksheet (tab) named “2B-1 Automobile Parts Stores-City Sort” (shown in Figure 2). Sort order is by county, then city.

Using the pick list at the top of the column, select the county or city the jurisdiction wishes to view.

**Figure 2: List of Auto Parts Stores in Tool 2**



	A	B	C	E	F	G	I
1	ZIP CODE	CCC = 1	NAME	CITY	STAT	ZIP CODE	COUNTY
2	94501		A A C Test Only Smog Station	Alameda	CA	94501	Alameda
3	94501		Agape Sheepskin	Alameda	CA	94501	Alameda
4	94501		Alameda Alfa Auto	Alameda	CA	94501	Alameda
5	94501		Alameda Auto Care Center	Alameda	CA	94501	Alameda
6	94502		Customize Performance Inc	Alameda	CA	94502	Alameda
7	94501	1	Kragen Auto Parts #1115	Alameda	CA	94501	Alameda
8	94501		Lee Auto Supply	Alameda	CA	94501	Alameda
9	94706		Car World	Albany	CA	94706	Alameda
10	94706		Rpr Co	Albany	CA	94706	Alameda
11	94706		Small Car World	Albany	CA	94706	Alameda
12	94706		United Axle	Albany	CA	94706	Alameda
13	94702		Alfa Romeo	Berkeley	CA	94702	Alameda
14	94702		Auto Options Tire Pros	Berkeley	CA	94702	Alameda
15	94710	1	Berkeley Oil Recycling Depot	Berkeley	CA	94710	Alameda

## Automobile Parts Store Listing for City with Relatively Few Automobile Parts Stores

This example looks at Alameda, the first city in the list (shown in Figure 3).

**Figure 3: List of Auto Parts Stores Filtered for One City**

	A	B	C	D	E
1	ZIP CODE	CCC = 1	NAME	ADDRESS	CITY
2	94501		A A C Test Only Smog Station	2267 Lincoln Ave	Alameda
3	94501		Agape Sheepskin	1928 High St	Alameda
4	94501		Alameda Alfa Auto	1541 Park St	Alameda
5	94501		Alameda Auto Care Center	2405 Eagle Ave	Alameda
6	94502		Customize Performance Inc	887 Island Dr	Alameda
7	94501	1	Kragen Auto Parts #1115	704 N Central	Alameda
8	94501		Lee Auto Supply	1525 Park St	Alameda
6425					

In this example, there are seven automobile parts stores listed. Kragen Auto Parts is a current CCC, as shown by the “1” in the column labeled “CCC=1.” There are six more potential CCCs. One of the listed businesses, “Agape Sheepskin” may not a good candidate for recycling used oil because it will most likely be concerned about collecting used oil near its sheepskin seat covers. Therefore, there are probably five good candidates for recruitment in this example. Additional analysis of demographics age, ethnicity, etc. may not be necessary because there is a small set of stores so the jurisdiction may want to aggressively recruit all of them.

If you have determined that you would like to recruit all or most of the potential CCCs in your jurisdiction that are listed from the initial search, you can skip the rest of this section and move to the next recruitment tool (Tool 3: Automobile Parts Store Desirability Index).

## Automobile Parts Store Listing for City with Many Automobile Parts Stores

This example looks at Anaheim. From the pick list in the City column choose “Anaheim” – this brings up 88 records. Of these 88 businesses, 10 are current CCCs, leaving 78 potential businesses. If the jurisdiction wishes to refine the list of potential businesses by the needs of DIYers living in particular areas of the jurisdiction, click on the pick list for the Zip code column. In this example, it will look like Figure 4.

**Figure 4: List of Auto Parts Stores Filtered by Zip code**

1	A	B	C	D	E
	ZIP CODE	CCC	NAME	ADDRESS	CITY
	(All)		Abc Products Promotions	539 E Central Park Ave S	Anaheim
	(Top 10...)		Admore Auto Dismantling	2644 E Sycamore St	Anaheim
	(Custom...)		Advance Auto Enterprises	1811 W Katella Ave	Anaheim
	92801		Advance Auto Enterprises	3484 E Orangethorpe Ave	Anaheim
	92802		Alarm Express	2910 E La Palma Ave Ste B	Anaheim
	92804				
	92805				
	92806				
	92807				

For the city of Anaheim, there are automobile parts stores which could be potential CCCs within six separate Zip code areas. If the jurisdiction wants to further target CCC recruiting to the Zip codes with the most potential DIYers, use the steps in the following sections.

## ***How to Use the Demographic Data Set (Tool 2A)***

Tools 2A and 2B are two data sets in the same Excel spreadsheet. The data sets have been organized so that people with limited experience working in Excel files will find the process relatively easy. Presented here are instructions for using the actual tools, which may be downloaded from CIWMB's website at: [www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool2.xls](http://www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool2.xls).

Tools 2A, 2B, and 2C will help the jurisdiction to examine the demographic data for each Zip code (Tool 2A) and see how many automobile stores are located within a certain area (Tool 2B). It can then determine which Zip codes have populations that are likely to change their own motor oil.

The demographic data set is sorted by Zip code and sequenced from Zip code 90001 to 96161. Zip codes for which no demographic data are available are also identified. The following instructions help the user identify Zip codes of interest, then move the data for each Zip code to the Analysis Sheet so the data can be grouped and analyzed conveniently:

- **Step One: Identify Zip codes to be examined.** These could be all Zip codes in the jurisdiction's service area or only selected ones it wants to examine further. The Analysis Sheet is set up to collect data on as many as 25 Zip code areas and combine them into one cluster. Ten clusters can be established in the Analysis Sheet.
- **Step Two: In the Demographics Sheet of Tool 2A, locate the Zip codes the jurisdiction wants to examine in the spreadsheet.** To do this, select "Edit" and then

“Find.” Next, type in the Zip code you want. After that, selecting “Find Next” will move the cursor to the desired Zip code. Select “Close.”

- **Step Three: Copy the demographic characteristics from the Demographics Sheet and paste into the Analysis Sheet.** The data for each Zip code uses 123 rows in one column. In the Demographics Sheet, highlight the Zip code and all of its data. Select “Edit” and then “Copy,” and then switch to the Analysis Sheet and select Cell B3 (Column B, Row 3). Select “Edit” and then “Paste.” The text will be copied into that column. Repeat this process for all Zip codes to be included in one cluster, entering additional Zip code sets into the columns to the right in cell C3, then cell D3, etc. To include household income in the Analysis Sheet:
  - Access the American FactFinder website:  
[www.factfinder.census.gov/home/saff/main.html?lang=eng](http://www.factfinder.census.gov/home/saff/main.html?lang=eng).
  - Type in the Zip code and select the State (i.e., California).
  - Scroll down to “Economic Characteristics,” and click on “show more.”
  - Scroll down to “Income in 1999.”
  - Find the income data (number of households) shown for each income range, and the “Median Household Income (dollars) data. It is faster to type the income data back into the Tool 3C spreadsheet than to copy the data and paste it, because more fields than you want will be copied over. However, if desired, you can highlight the data, copy onto the spreadsheet, and then delete the unnecessary data.
  - Move to the Analysis Sheet and Column B, Row 128.
  - Click on “paste” to enter the data, or type in the numbers.
  - Repeat this for each Zip code you want to include in the cluster, except place the income data for additional Zip codes in columns to the right (i.e., the second one should start in Column C, Row 128).
- **Step Four: Repeat Step Three for each set of Zip codes to be clustered together.** The second cluster of Zip codes should be copied into the Analysis Sheet starting in Row 3 of Column AA. The third and subsequent sets of Zip codes should start in Row 3 of Columns AZ, BY, CX, DW, EV, FU, GT, and HS. This allows the jurisdiction to have as many as ten clusters, each of which can have 25 Zip codes.
- **Step Five:** Compare Zip code areas’ key demographic data against each other. Starting in Row 140, key demographic data have been summarized by each Zip code you selected. For each Zip code, the relative percentages are shown for age, ethnicity, and income by Zip codes. Looking across the spreadsheet, you can easily compare these three key demographic characteristics against each other. DIYers are more likely to occur in areas with a younger average age, and incomes below \$75,000 per household. You may also want to use ethnicity data when targeting under-served DIYer populations.
- **Step Six: Review the data that has been clustered together for each grouping of Zip codes.** Column B, Rows 167 through 203 contains selected portions of the demographic database that are most likely of importance in making this assessment.



It contains the information for the data in the cluster of Zip codes in Columns B through Z for Rows 3 through 125. Column C, Rows 167 through 203 contains selected data for Columns AA through AY for Rows 3 through 125.

The data available in the demographic data set is based on statistics provided by the U.S. Bureau of the Census. This information is periodically updated, and the jurisdiction can find new numbers for the Zip codes it serves through the Internet at [www.census.gov/epcd/ec97zip/ca/CA00000.HTM](http://www.census.gov/epcd/ec97zip/ca/CA00000.HTM). In the upper right corner of this web page, select the first three digits of the Zip code you want to update, then select “Go.” In the upper right of the new page, specify a 5-digit Zip code within the previously defined 3-digit category, and, again, select “Go.” Select “Demographic Profile” on the lower right of the page to see data for the 5-digit Zip code you selected.

### ***How to Use the Automobile Parts Store Data Set (Tool 2B-2)***

Use this section if the jurisdiction has already had a chance to conduct an initial analysis of the automobile parts stores list, and wants to narrow down the number of potential automobile parts stores to recruit.

The automobile parts stores data set in worksheet “2B-2 Automobile Parts Store Zip Sort” contains a listing of stores located in California and sorted by Zip code. Each current automobile parts store that is currently participating in the CCC program is also noted. The data set consists of the names, addresses, and telephone numbers of the automobile parts stores from a list purchased by the CIWMB. This data set will help the jurisdiction to determine how many automobile parts stores are in a particular cluster of Zip codes, and how many are participating in the CCC program. The data also will be useful when deciding which non-participating stores to target to join the CCC program.

For this analysis, only Columns A and B are used. Column A provides the listing of Zip codes arrayed from 90001 through 96161. Column B shows a designation as to whether the automobile parts store (its information is in Columns C through J) currently is participating in the CCC program. If it is, there will be the number “1” in Column B. For each Zip code, the listing begins with automobile parts stores that are participating in the CCC program (see Figure 5).

**Figure 5: Tool 2 Example of Auto Parts Stores in Zip code 90001**

	A	B	C	D	E
1	ZIP CODE	CCC = 1	NAME	ADDRESS	CITY
2	90001	1	AutoZone #5425	1457 E Florence Ave	Los Angeles
3	90001	1	Kragen Auto Parts #1538	1516 E. Florence Ave.	Los Angeles
4	90001		A & R Auto Parts	6801 Compton Ave	Los Angeles
5	90001		Aacon Auto Parts	7721 S Alameda St	Los Angeles
6	90001		Accesorios Sinaloa	1911 E Gage Ave	Los Angeles
7	90001		All Jpanese U Auto Parts Ctr 3	2207 E Manchester Ave	Los Angeles
8	90001		Aloha Truck Parts & Equipment	8211 S Alameda St	Los Angeles
9	90001		American Used Auto Parts	7729 S Alameda St	Los Angeles

In the Figure 5 example shown for Zip code 90001, there are two auto parts stores that are already existing CCCs (AutoZone and Kragen), as shown by the “1” in Column B, titled “CCC=1.” The remaining auto parts stores listed in the Zip code are not yet CCCs.

The instructions below help the user sort data so it can be examined according to the jurisdiction’s needs:

- **Step One: Identify the Zip codes the jurisdiction wants to examine.** These could be all Zip codes in the jurisdiction’s service area or only selected ones it wants to examine further. These should be in the same sequence and clusters that were selected and extracted from the Demographic Data Set.
- **Step Two: Locate the Zip codes that are to be examined.** These have been placed in two columns (Column A and Column G) to make it easier to sort (using the Zip codes in Column A) and to generate mailing lists if they are desired (using the Zip codes in Column G). The Zip codes are organized in numerical sequence from low to high. To conveniently locate a Zip code, select “Edit,” then “Find.” Type in the Zip code desired, then select “Find Next” and “Close.” The cursor will move to the first row of the Zip code needed.
- **Step Three: Copy the data in Columns A and B only for each Zip code from the Automobile Parts Stores sheet.** Select the row with the first Zip code to examine. Click on the left side of the mouse and highlight Columns A and B while moving the cursor to the last row for the Zip code, and select “Copy.” This will highlight all of the Zip codes with the same number (e.g., 90001) for Columns A and B. For the first cluster of Zip codes, move to the Analysis Sheet (worksheet 3C), place the cursor in Cell B298, and select “Edit” and “Paste.” Copy only the Zip code and the CCC code (“1” if the automobile parts store is participating in the CCC program and a blank if it is not) to the Analysis Sheet. The Analysis Sheet will accept as many as

one hundred automobile parts stores for a cluster of Zip codes. For example, for the cluster of Zip codes contained in Columns B through Z for Rows 3 through 125, a total of one hundred automobile parts stores can be placed in that cluster starting in Columns B and C, Rows 298 to 397.

- **Step Four: Repeat Steps Two and Three for each Zip code cluster.** Start the second set of Zip codes in Columns B and C in Row 398. As shown in the Analysis Sheet, there are one hundred lines for each cluster the jurisdiction wants to use.

### ***How to use the Analysis Sheet (Tool 2C)***

The Analysis Sheet (Tool 2C) is designed to be a repository for the data from the Demographics and Automobile Parts Stores data sets. It automatically condenses some of the demographic data into more useful information for marketplace analysis purposes. This is shown in the Key Demographics Data by Zip code summary beginning in row 140, and the Demographic Characteristic Summary beginning in Row 165. It also computes the number of people with each demographic characteristic per automobile parts store in the cluster of Zip codes. This information starts in Row 206.

Data in Rows 210 to 245 in Column B are the result of dividing the number of people with the particular demographic characteristic by the number of automobile parts stores in the cluster of Zip codes for Columns B through Z starting with Row 3. It makes the same computations for the other clusters shown in Columns C through K.

Similarly, Rows 252 through 286 in Column B divides the number of people with particular demographic characteristics by the number of automobile parts stores in the cluster of Zip codes that currently participate in the CCC program. It also makes the same computations for the other clusters shown in Columns C through K.

Finally, Rows 289 and 290 in Columns B through K provide counts of the number of automobile parts stores there are in the respective clusters of Zip codes, and the number of those stores that are participating in the CCC program. This is shown for each cluster in Columns B and C that are highlighted in yellow (see, for example, Column B, Row 297).

The jurisdiction can use this analysis as one basis for evaluating whether there are a sufficient number of automobile parts stores in the area which participate in the CCC program. While there are no set standards for what the ratio should be, CIWMB data shows that as more automobile parts stores in a community are added to the oil collection program, more DIYer oil is collected. The statewide average is 1 automobile parts store CCC for every 30,000 residents, although a more ideal ratio is 1 automobile parts store CCC for every 15,000 residents. There is no “saturation” level for the number of CCCs in a community as more and more CCCs are added, DIYer oil recycling continues to increase. Jurisdictions can compare the numbers for the various clusters of Zip codes to determine which are under-represented.

# Tool 3: Automobile Parts Store Desirability Index

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This tool contains information for assessing how desirable individual automobile parts stores would be for the Certified Collection Center (CCC) program. This tool is available on the CIWMB website at: [www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool3.xls](http://www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool3.xls). The desirability index should be used in conjunction with Tool 2 (Identifying Marketplace Needs and Target Automobile Parts Stores) to identify stores that would be most appropriate for targeting to participate in the CCC program.

The tool contains a spreadsheet that can be used to rate how desirable one store is versus another. The higher the score, the more attractive the jurisdiction considers the particular automobile parts store to be. Once you know which store(s) are the most desirable, you can begin to develop strategies for approaching them and requesting that they participate in the program.

## ***Desirability Factors***

This index identifies five factors as being most critical for an automobile parts store that is participating in the CCC program:

- 1. Store Location.*** This factor should be rated based on at least the following:
  - How convenient the store is for people in the area.
  - Whether the location has good street access and visibility.
  - Whether the store is in a safe location.
  - The quality of the store's exterior signage and overall physical appearance.
- 2. Store Customer Base.*** This factor should be rated based on at least the following:
  - Whether the store's customers have demographic profiles that match that of do-it-yourselfers (DIYers).
  - Whether the store generates a sufficient volume of business to make it worth targeting.
  - Whether the range of services offered by the store are attractive to its customer base.
  - The store's recognition and reputation, and the extent to which it advertises.
  - The store's overall ability to stay in business for a reasonable period of time.
- 3. Store Access.*** *This factor should be rated based on at least the following:*
  - If the store has sufficient parking to accommodate its customers.
  - Whether parking is convenient for carrying used oil into the store.
  - Whether the store is open during times when DIYers would likely bring in used oil.

**4. Store Interior.** This factor should be rated based on at least the following:

- Whether the store has adequate space to collect used oil from DIYers.
- Whether the store's interior is large enough to support the volume of business participation in the CCC program is likely to provide.
- The store's potential to take advantage of the increased traffic of DIYers participation in the CCC program is likely to provide.
- How attractively the store displays its merchandise and uses internal signage.

**5. Store Staff.** *This factor should be rated based on at least the following:*

- How willing the store's management is to participate in the CCC program.
- Whether the staff is adequate to accommodate the DIYers and the increased traffic the CCC program can provide.
- How knowledgeable the store's staff is in proper used oil disposal, and whether they can accommodate non-English speaking customers.

The spreadsheet also provides space to include other factors the jurisdiction believes is important in assessing the desirability of a store for the CCC program. Additional attributes for each factor also can be added, or some of the ones initially set in the spreadsheet can be modified or eliminated.

Initially, the jurisdiction should attach weights to each factor in decimals (e.g., 0.167). The spreadsheet is initially set for each factor to be equally weighted. However, a jurisdiction may consider store location to be much more important than its customer base. Accordingly, it can assign a higher weight to that factor in the space provided. Each category should be given a weighting such that the total is 100 percent.

To assess the desirability of an automobile parts store, the jurisdiction should rate each attribute within the five factors on a scale from 5 (Very Good) to 1 (Very Poor) on each factor it considers important. The spreadsheet will then compute an overall rating for each factor using the scores for each of its attributes. Additionally, the spreadsheet will automatically compute an Overall Rating based on the weighted factors. The higher the Overall Rating, the more desirable is the store.

### ***Store Desirability Spreadsheet***

Shown below in Table 3 is an abridged version of the store desirability spreadsheet. The spaces highlighted in yellow on the spreadsheet (appearing as light gray in this report) are the fields that need to be filled in. All other computations are made automatically.

**Table 3: Store Desirability**

Store Attribute (fill in the blank, shaded areas on spreadsheet only)	Weight *	5 Very Good	4 Good	3 Fair	2 Poor	1 Very Poor
<b>STORE LOCATION</b>	16.7%					
Convenience of location to DIYers						
Location on the street for access						
<b>Average Total Store Location Rating:</b>						
<b>STORE CUSTOMER BASE</b>	16.7%					
Demographics of customers = DIYers						
Store's name recognition and reputation						
<b>Average Total Store Customer Base Rating:</b>						
<b>STORE ACCESS</b>	16.7%					
Availability of parking						
Days of operation						
Hours of operation						
<b>Average Total Store Access Rating:</b>						
<b>STORE INTERIOR</b>	16.7%					
Adequate space to handle oil collection						
Store's potential to generate sales from increased traffic						
<b>Average Total Store Interior Rating:</b>						
<b>STORE STAFF</b>	16.7%					
Management's willingness to work with used oil program						
Adequacy of staff size to serve DIYers						
<b>Average Total Store Staff Rating:</b>						
<b>OTHER FACTORS</b>	16.7%					
Add your own factors here if desired						
<b>Average Total Other Factors Rating:</b>						
<b>OVERALL RATINGS</b>	100.0%					
	<b>Weight</b>	<b>Raw</b>				
Overall rating of store location						
Overall rating of store's customer base						
Overall rating of store access						
Overall rating of store interior						
Overall rating of store staff						
Overall rating of other factors						
Total Overall Rating						

## Tool 4: Business Analysis Model for Participating in the CCC Program

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A critical factor in developing effective used oil recycling programs is gaining the support of automobile parts stores to become Certified Collection Centers (CCCs). This tool is designed to assist the jurisdiction in working with current and potential volunteer used oil collection centers.

Business partnerships are built on mutual benefit. Automobile parts stores must believe they are benefiting from the jurisdiction's program for collecting used oil and oil filters. Some benefits are psychological and stem from the recognition that everybody should do what they can to help protect the environment.

However, this "feel-good" benefit has limits. When it runs counter to business profitability, owners and managers will need to weigh the costs and benefits. Even those who want to participate because it is the right thing to do will want to know what the impacts will be on the costs and profits to their businesses.

In retailing, a fundamental reality is that stores need to generate "traffic." Despite the Internet, mail order, and other forms of "distance-buying," most retailers must have people walking their aisles if they are to succeed. Accordingly, the challenge for them is bring customers into their stores. For automobile parts stores, the challenge is not only to encourage residents of their service areas to bring in used oil and filters to their stores, but to convert those "depositors" into "customers."

While this conversion is the store's responsibility, the jurisdiction can indirectly encourage depositors to patronize the stores that voluntarily participate in the used oil collection program. For example, jurisdiction-sponsored promotions (for example, advertising in the local media, outreach activities) that give locations for depositing used oil create additional awareness and recognition of those stores.

This tool is designed to help current and potential collection centers assess the economics of participating in the CCC program. The analysis part of this tool is an Excel spreadsheet titled "Tool 4\_Business Analysis Spreadsheet.xls" and is available on the CIWMB website at: [www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool4.xls](http://www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool4.xls).

Ideally, the jurisdiction will be able to show companies that doing something good for the environment is also good for business. However, if numbers do not show this, the Business Analysis Spreadsheet also allows the jurisdiction or the current/potential collection center to play "what if" to determine what it would take to make participation either cost-neutral or profitable.

***It is important to recognize that this Business Analysis Spreadsheet provides only estimates. Many factors affect store profits, and not all can be included in this Analysis Spreadsheet. Accordingly, users should use this tool only as one possible indicator and at their discretion. No guarantees are made of the accuracy of the analysis in real-market situations.***

## ***Key Issues in Cost/Benefit Analyses***

The key issues in this analysis for automobile parts stores include whether participating in the CCC program will:

- **Be the right thing to do?** There is virtually no question among respondents to the 2005 survey of automobile parts stores that participate and do not participate in the CCC program that it is good for the environment and a good public service to offer. According to the survey, 78 percent of the automobile parts stores that participate in the CCC program, and 79 percent of those that do not, believe it is a good public service to offer.
- **Help retain current customers?** According to the 2005 survey of automobile parts stores that participate in the CCC program, 72 percent of those turning in used oil were current customers. This suggests that customers want this service available at the automobile parts stores they patronize.
- **Bring current customers into the store more often?** This is difficult to measure. However, it appears relatively safe to assume that participating in the CCC program will not cause customers to come in less often. Accordingly, there does not seem to be much downside risk.
- **Bring new customers into the store?** According to the 2005 survey, 28 percent of the people who bring in used oil are not current customers. This represents a potentially significant opportunity to build relations with people who traditionally have not patronized the store.
- **Result in people making purchases in the store at the time they turn in used oil?** Accordingly to the 2005 survey, about 69 percent of the participants strongly agreed or agreed that people purchase oil and/or oil filters, and 59 percent strongly agreed or agreed that people purchase products other than oil and/or oil filters when turning in used oil. This suggests that there is a high likelihood that people coming in to turn in used oil will make purchases.
- **Bring added publicity to the store in a way that increases or enhances its image in the community?** According to the 2005 survey of participants in the CCC program, 79 percent strongly agreed or agreed that participation brings good publicity to the store.
- **Result in higher store profits?** This is the ultimate and complex issue in that it depends on the store's operating cost structure, staffing, merchandising, and other variables. The purpose of the Business Analysis Spreadsheet is to allow owner/managers to test the profitability under a variety of revenue and cost scenarios.

## ***Uses for the Business Analysis Spreadsheet***

The Business Analysis Spreadsheet is prepared in Excel. The analysis portion is contained in the worksheet entitled "Analysis Spreadsheet," which is available at the CIWMB website: [www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool4.xls](http://www.ciwmb.ca.gov/Publications/UsedOil/Extracts/61107001and2/Tool4.xls).

The Business Analysis Spreadsheet requires only seventeen data fields to compute the generally expected profits or costs resulting from participating in the CCC program. All of the other calculations are made automatically.



The Business Analysis Spreadsheet can be used in two ways. When a store owner/manager fills in the information at the top of the spreadsheet (Column B, lines 4 through 20), the spreadsheet automatically computes a variety of results that will be important to assessing the impact on store operations. The sources of data used to fill in lines 4 through 20 are easily available to most owners and managers; and tips on where to find the data is included in the worksheet titled “Explanation of Data Sources.” The results of this analysis will provide the store owner/manager with some indication of what profits (or losses) can be expected by participating in the CCC program. This is the most important use of the Business Analysis Spreadsheet.

This second use of the spreadsheet is that it can also be used to play “what if.” A store owner/manager can adjust various factors to determine the impact of these factors on net profits. Changing any of the thirteen variables will provide estimates of profitability with different levels of recycling activity, revenue generation, and operating costs. Similarly, by changing the percentage of people who bring oil to the collection center and also make purchases (Column B, Lines 7, 8, and 9) can show the store owner/manager what impact better merchandising, signage, etc. can have on profitability.

A more advanced use of the Analysis Spreadsheet is to set a dollar level of profits desired and then adjust some of the variables in combination until that profit goal is achieved. For instance, if a store owner/manager wants to generate \$250 per week in profits from participating in the program, different numbers/percentages can be used for the revenue side pertaining to the number of people recycling oil (Column B, Line 4), the percent of people who make purchases (Column B, Lines 8 and 9), and the average revenue per sale (Column B, Line 10). On the cost side, different numbers can be used for staff wages and benefits (Column B, Lines 13 and 14), average Gross Margin (Column B, Line 11), and/or miscellaneous costs to collect oil (Column B, Lines 17 and 18).

### ***How to Enter Data into the Business Analysis Spreadsheet***

This worksheet is designed to be as user-friendly as possible. However, it does require the store owner/manager to collect some data regarding current operations.

Some of the information should be available from store financial records. This information can be extracted from the store’s profit & loss statement or cash register receipts. Other information will have to be estimated or data from the 2005 survey of automobile parts stores that participate in the CCC program can be used.

If the store currently participates in the CCC program, it may also have information on most of the cost factors associated with the program. For these stores, therefore, the only variables that may need special data collection are those related to revenues.

For stores that currently do not participate in the CCC program, the jurisdiction may have to estimate lines some aspects of both costs and revenues. They can also use the data supplied by the 2005 survey of automobile parts store that participate in the CCC program.

Shown below are possible sources of information for all of the variables included in this Business Analysis Spreadsheet:

- **Number of people who bring in oil per week:** This can either be estimated at different levels to test profitability, or the 2005 survey findings of 25.5 per week can be applied.

- **Number of gallons of used oil collected from an individual:** This can be estimated using the average amount of oil an automobile uses, multiplied by the average number of vehicles the DIYer owns. According to CIWMB sources, this is approximately 1.8 gallons.
- **Average number of customers per day:** This information can be obtained from store records. The most likely place is to count the number of sales transactions per day. Although some customers may make multiple purchases, and others may not buy anything, this may be a reasonable approximation.
- **Percent of people who bring in oil who are current customers:** This can either be estimated at different levels to test profitability, or the 2005 survey findings of 72 percent can be applied.
- **Percent of people who buy oil/oil filters:** This can either be estimated at different levels to test profitability, or the 2005 survey findings of 69 percent can be applied.
- **Percent of people who buy products other than oil/oil filters:** This can either be estimated at different levels to test profitability, or the 2005 survey findings of 58 percent can be applied.
- **Average spending per customer per visit:** This information can be obtained from store records. The most likely place is to take a sample of about seven days total sales and divide them by the total number of sales transactions.
- **Average Gross Margin on sales:** This information can be obtained from the store's profit and loss statement.
- **Average number of minutes to collect oil by staff:** This can either be estimated at different levels to test profitability, or the 2005 survey findings of 3.9 minutes can be applied.
- **Average hourly wage of staff that collect oil and the benefits they receive:** This information can be obtained from the store's financial records.
- **Cost of a permit to be a registered hazardous waste generator:** This can be obtained from the local county or city environmental department. At the time of preparing this analysis, the average cost was \$200.00 per year.
- **Average cost per gallon to dispose of collected used oil:** This can be obtained by requesting estimates from used oil haulers in the area. These are listed under "Oil-Waste" in the telephone directory. According to CIWMB sources, it is approximately \$0.30 per gallon.
- **Additional miscellaneous variable costs per person to collect and dispose of oil:** If the store owner/manager believes there are other costs *directly* associated with collecting and disposing of used oil that can be attributed to an individual transaction, she/he should enter those costs in Column B, Line 17. These may include additional personnel costs to complete the transaction, etc.
- **Additional miscellaneous fixed cost to collect oil per week:** If the store owner/manager believes there are other costs not directly associated with an individual transaction, but from generally participating in the CCC program, she/he should enter those costs in Column B, Line 18. These may include costs to promote

the CCC program (e.g., advertising, internal signage), clean up messes, lost use of floor space for other products, etc.

- **Discounted percent for purchases by customers who bring in oil:** This can be estimated to discount the number of current customers who purchase products at the store at the time they turn in oil. This would be done if it is believed that some customers will not make additional purchases. If there is no discount, the number “1” should be entered into Column B, Line 19. If the store owner/manager wants to discount the sales by 10 percent, for example, then “.90” should be entered on that line.
- **Discounted percent for purchases by non-customers who bring in oil:** This can be estimated to discount the number of non-customers who purchase products at the store at the time they turn in oil. If there is no discount, the number “1” should be entered into Column B, Line 20. If the store owner/manager wants to discount the sales by 30 percent, for example, then “.70” should be entered on that line.

### ***How to Interpret the Business Analysis Spreadsheet***

The results of the analysis can be examined in each section of the spreadsheet. How they impact store operations is described below:

- **Business Activity:** The number of people who may come into the store in an average week. This will give the store owner/manager an estimate of the amount of traffic the store may generate. It is broken out by current customers and non-customers. This will be important if the owner/manager wishes to estimate how much “new” traffic the store could generate as a result of participating in the CCC program. New traffic represents opportunities to expand the current clientele base. Traffic from current customers may be in addition to the number of times they would otherwise come into the store, or simply consolidating trips so the number would be the same whether the store participates in the CCC program or not.
- **Time to Collect Oil:** The number of hours per week it will take store employees to collect used oil from those turning it in. This is an important because it has implications for both staffing and costs of collecting used oil. Since the study of automobile parts stores that participate in the CCC program were quite consistent in indicating that most people bring used oil in on Fridays, Saturdays, and Sundays, it could be expected that the time it takes to collect oil per week will be weighted heavily to those days. Accordingly, this may necessitate an additional staff person if existing floor personnel are already working at full capacity. If so, the time it takes to collect used oil can be a factor in assessing the costs of participating in the program.
- **Staff Cost:** The cost for staff to collect used oil from those turning it in on both an hourly and per collection basis. This model considers the wages and benefits of those who would collect the oil. Most likely, this is one of the highest cost factors in participating in the CCC program. The model allows the owner to break out the costs for customers and non-customers if she/he wishes to do so.
- **Total Staff Cost to Collect Oil:** The costs of staff time to collect used oil. This model breaks out the costs on a weekly basis, and for customers and non-customers. The significance of this time as a cost factor depends on whether the staff is already working at full capacity. If they are, then the time to collect the used oil will be an

additional cost to the store. However, if the staff that normally is working can absorb the used oil collection, there really is no additional cost to the store. This is an issue that the owner/manager will have to consider when the analysis is being made.

- **Revenues from Additional Activity by People who Bring in Oil:** The revenues generated from the additional store traffic created by people who bring in used oil. The model allows the owner/manager to consider how much additional revenue the store may generate from customers coming in more often and non-customers entering the store to turn in their used oil. Revenues are based on the average sale per customer in the store.

The model recognizes that not all people who bring in used oil will make purchases, and some current customers may consolidate their purchases in one trip instead of multiple visits to the store. Accordingly, opportunities to discount projected revenue increases are provided in the spreadsheet.

- **Gross Margin on Additional Activity from People who Bring in Oil:** The margin on revenues generated by the additional sales resulting from increased store traffic. The margins on revenues generated from current customers and non-customers would be used to cover (or help cover) the costs of disposing of used oil, staff wages and benefits, additional miscellaneous variable costs the store owner/manager believes will be incurred due to participation in the CCC program. The Gross Margin is based on the average for the store over some period of time.
- **Gross Margin Minus Staff and Miscellaneous Fixed Cost on Activity from People who Bring in Oil:** The gross profit or loss resulting from the increased revenues and costs due to participating in the CCC program. This section of the model provides an estimate of the profitability of the CCC program to the store. It is broken out for current customers and non-customers, and on a weekly, monthly, and annual basis.
- **Break Even Analysis—Number of People who Need to Purchase Something:** The amount of additional store traffic that needs to make purchases while turning in their used oil. The model provides a way to estimate what percent of additional store traffic need to make purchases in order to cover the staff and other costs associated with collecting used oil. The lower the percentage, the more likely it will be for the store to generate profits from participating in the CCC program.

## ***The Business Analysis Spreadsheet***

Table 4 shows the Business Analysis Spreadsheet that is contained in the Tool 4 Excel file. The statistics included in “Store Input for Analysis” were developed from the 2005 survey of automobile parts stores and CIWMB estimates as to the number of gallons of used oil collected from an individual and the cost to dispose of collected used oil.

**Table 4: Business Analysis Spreadsheet**

<b>STORE INPUT FOR ANALYSIS</b>	
Activity: Average number of people bringing in oil per week	25.55
Activity: Average number of gallons of used oil collected from an individual	1.80
Activity: Average number of customers per day	186.90
Activity: Percent of people who bring in oil who are current customers	72.22%
Revenues: Percent of people who turn in oil and buy oil and/or oil filters	69.00%
Revenues: Percent of people who turn in oil and buy products other than oil and/or oil filters	58.60%
Revenues: Average spending per customer per visit	\$60.90
Costs: Average Gross Margin on sales	42.10%
Costs: Average number of minutes to collect oil by staff	3.92
Costs: Average hourly wage of staff who collect oil	\$10.29
Costs: Average benefits as a percent of wages	17.90%
Costs: Cost of permit to be a registered hazardous waste generator	\$200.00
Costs: Average cost per gallon to dispose of collected used oil	\$0.30
Costs: Miscellaneous variable costs per person to collect & dispose of oil per week	\$0.00
Costs: Additional miscellaneous fixed costs to collect oil per week	\$0.00
Deductions From Revenues: Discounted percent for purchases by customers who bring in oil	1.00
Deductions From Revenues: Discounted percent for purchases by non-customers bringing in oil	1.00
<b>COMPUTED ANALYSIS</b>	
<b>ACTIVITY</b>	
Average number of people bringing in oil per week	25.55
Average number of people bringing in oil per month	110.72
Average number of people bringing in oil per year	1,328.60
Average number of customers per day	186.90
Average number of customers per week	1,308.30
Average number of customers per year	68,031.60
Percent of people who bring in oil	1.95%
Percent of people who bring in oil who are current customers	72.22%
Number of people who bring in oil who are customers per week	18.45
Number of people who bring in oil who are customers per month	79.96
Number of people who bring in oil who are customers per year	959.51
Number of people who bring in oil who are not customers per week	7.10
Number of people who bring in oil who are not customers per month	30.76
Number of people who bring in oil who are not customers per year	369.09
<b>TIME TO COLLECT OIL</b>	
Average number of people bringing in oil per week	25.55
Average number of minutes to collect oil by staff	3.92
Total number of minutes per week to collect oil by staff	100.16
Total number of minutes per month to collect oil by staff	434.01
Total number of minutes per year to collect oil by staff	5,208.11
Total number of hours per week to collect oil by staff	1.67
Total number of hours per month to collect oil by staff	7.23

**Table 4 (continued)**

<b>STAFF COST</b>	
Average wage of staff who collect oil per hour	\$10.29
Average benefits as a percent of wages	17.90%
Benefit costs per hour	\$1.84
Total wages and benefits of staff who collect oil per hour	\$12.13
Total wages and benefits of staff who collect oil per minute	\$0.20
Total wages and benefits of staff who collect oil per collection	\$0.79
<b>TOTAL STAFF COST TO COLLECT OIL</b>	
Cost to collect oil from customers who bring in oil per week	\$14.63
Cost to collect oil from customers who bring in oil per month	\$63.38
Cost to collect oil from customers who bring in oil per year	\$760.53
Cost to collect oil from non-customers who bring in oil per week	\$5.63
Cost to collect oil from non-customers who bring in oil per month	\$24.38
Cost to collect oil from non-customers who bring in oil per year	\$292.54
Total staff cost per week	\$20.25
Total staff cost per month	\$87.76
<b>REVENUES FROM ADDITIONAL ACTIVITY BY PEOPLE WHO BRING IN OIL</b>	
Average spending per customer per visit	\$60.90
Percent who agree that people buy oil/filters	69.00%
Percent who agree that people buy products other than oil/filters	58.60%
Average percent who agree that people buy something	63.80%
Discount percent on purchases by customers who bring in oil	1.00
Discount percent on purchases by non-customers who bring in oil	1.00
Number of customers who bring in oil and buy something per week	11.77
Number of non-customers who bring in oil and buy something per week	4.53
Revenue from customers who bring in oil and buy something per week	\$716.95
Revenue from non-customers who bring in oil and buy something per week	\$275.78
Total revenue from people who bring in oil and buy something per week	\$992.72
<b>GROSS MARGIN ON ADDITIONAL ACTIVITY FROM PEOPLE WHO BRING IN OIL</b>	
Average Gross Margin on sales	42.10%
Number of gallons of used oil collected per week	45.99
Total cost of disposing of collected used oil per week	\$13.80
Gross Margin from customers who bring in oil and buy something per week	\$291.87
Gross Margin from non-customers who bring in oil and buy something per week	\$112.27
Total Gross Margin from people who bring in oil and buy something per week	\$404.14
<b>GROSS MARGIN MINUS STAFF, PERMIT, MISC COST FROM PEOPLE WHO BRING IN OIL</b>	
Gross Margin minus staff, permit, and misc. fixed costs from revenue from customers who bring in oil per week	\$267.28
Gross Margin minus staff, permit, and misc. fixed costs from revenue from non-customers who bring in oil per week	\$103.09
Total Gross Margin minus staff, permit, and misc. fixed costs from revenue from people who bring in oil per week	\$383.89
Total Gross Margin minus staff, permit, and misc. fixed costs from revenue from people who bring in oil per month	\$1,663.52
Total Gross Margin minus staff, permit and misc. fixed costs from revenue from people who bring in oil per year	\$19,962.22

**Table 4 (continued)**

<b>BREAK EVEN ANALYSIS--NUMBER OF PEOPLE WHO NEED TO PURCHASE SOMETHING</b>	
Average Revenue per transaction	\$60.90
Average Gross Margin per transaction	\$25.10
Average staff cost per collection of oil	\$0.79
Average cost to dispose of collected used oil	\$0.54
Average miscellaneous variable costs per person	\$0.00
Total Gross Margin minus variable costs	\$23.77
Total fixed costs (permit cost + miscellaneous fixed costs)	\$200.00
Number of people who bring in used oil and need to buy something to cover total fixed costs	8.42
Percent of people per year who need to purchase something to cover staff collection cost	0.99%
Number of weeks needed to cover total annual fixed costs	0.33
Number of days needed to cover total annual fixed costs	2.31

# Tool 5: Marketing Materials for Attracting Automobile Parts Stores to the CCC Program

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This tool contains materials that can be used to attract owners and managers of automobile parts stores to participate in the Certified Collection Center (CCC) program. The “fact sheets” can be used to address many of the questions and concerns owners and managers may have in deciding whether to participate in the CCC program.

Each fact sheet is designed to stand alone or be used in combination with others. They can be used as handouts or mail inserts.

There are nine fact sheets. They are numbered below to show the recommended order if all were given to owners and managers. However, the actual fact sheets are not numbered in the event the jurisdiction wants to “mix and match” sets of material for particular target markets.

1. Why Participate in the CCC Program?
2. What Participants Say About the CCC Program.
3. The Economics of Participating in the CCC Program.
4. The “Myths” and “Realities” of Participating in the CCC Program.
5. How to Promote Your Participation in the CCC Program.
6. How to Benefit From Participating in the Program.
7. Perceived Problems and Their Solutions.
8. How to Resolve Contaminated Oil and Other Problems.
9. How to Become a Participant in the CCC Program.

The jurisdiction can decide which one(s) to give to owners and managers of targeted stores. Depending on the strategy employed, some fact sheets can be given to owners and managers prior to meeting with them, others can be given at the time of the meeting, and still others can be given after the meeting to provide a basis for follow-up contact.

While the jurisdiction will need to decide which fact sheets to use, shown below are some recommended options depending on the targeted Owners and Managers. For owners and managers who the jurisdiction believes would:

- Not know much, if anything about the CCC program, Fact Sheets 1, 2, 3, 6, and 9.
- Be receptive to participating in the CCC program, Fact Sheets 1, 2, 3, 5, 6, and 9.
- Be uncertain about participating in the CCC program, Fact Sheets 1, 2, 3, 4, 6, and 9.
- Be skeptical about participating in the CCC program, Fact Sheets 1, 2, 3, 4, 7, 8, and 9.



Another marketing material you can use is the separate pre-printed recruiting brochure “Used Oil Recycling Program Benefits to Your Business”, which is available from CIWMB three different ways:

- Request from your Used Oil Block Grant Manager at CIWMB.
- Request by e-mailing the Used Oil Program’s e-mail address at: [UsedOil@ciwmb.ca.gov](mailto:UsedOil@ciwmb.ca.gov).
- Download from the CIWMB website at <http://www.ciwmb.ca.gov/Publications/default.asp?cat=17> (link to “Used Oil Recycling Program: Benefits to Your Business” [Publication number 610-06-002]).

The brochure includes information on the following:

- Benefits to Joining the Used Oil Collection Center Program.
- Collection Center FAQs.
- Collection Center Responsibilities.
- Myths and Realities of the Program.
- Mini-brochure tri-fold pullout with FAQs, Benefits, & Responsibilities.
- Recruitment Letter from Board Chair.
- Application Form.
- Sample Collection Log.
- Sample Payment Claim Form.

## **(JURISDICTION NAME HERE)**

### **Certified Collection Center Program for Used Oil**

#### **Ten Reasons Why Your Store Should Participate in the Certified Collection Center Program**

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), an agency of the California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

There are many reasons why your automobile parts store should participate in the CCC program. These are highlighted below, along with supporting statistics from independent studies conducted of do-it-yourselfers (DIYers) and owners and managers of automobile parts stores participate in the CCC program.

1. ***DIYers are receptive to recycling and are used to going to automobile parts stores to turn in used oil.*** According to a survey of DIYers, 86.6 percent either use curbside recycling or take their used oil to collection centers, and 78.6 percent indicated they have taken their used oil to automobile parts stores for recycling. So, you do not have to change DIYer behaviors—just appeal to them to bring their used oil to your store.
2. ***Among DIYers who do not recycle their used oil, the reasons they give are that they do not have a convenient location to go to (30.4 percent) and they think it takes too long (26.1 percent).*** This creates opportunities for your store to serve DIYers in your market area; and according to those who do recycle, the average time to collect used oil from a customer is only about 3.8 minutes. Making recycling convenient and quick for DIYers can result in more customers for your store, and people who have desirable demographic characteristics for automobile parts stores.
3. ***Your current customers who change their own oil may be going to other automobile parts stores to recycle the oil.*** Owners and managers of automobile parts stores participating in the CCC program report that about 72 percent of the people who bring in used oil per week are current customers. DIYers indicated they prefer to take their used oil to places where they shop, and more than 36 percent of them who have not been able to turn their used oil in at one automobile parts store indicated they went to another store to do so. Participating in the CCC program is a convenience for your current customers, and helps ensure that they will come to your store rather than other automobile parts stores.
4. ***The CCC program creates opportunities to attract new customers to your store.*** Owners and managers of automobile parts stores that participate in the CCC program report that about 28 percent of the DIYers who turn in their used oil are not current customers. This represents an opportunity to try to convert them to customers with good service and appropriate merchandise. It could represent more than 7 new customers per week, or nearly 370 new customers per year.
5. ***Participating in the CCC program and accepting used oil creates good experiences for current and new customers.*** More than 90 percent of the DIYers rate their

experiences as good or very good in bringing used oil to the store in terms of convenience of location, speed of turning in the oil, and staff competency and courtesy. These experiences establish a basis for creating long-term relationships with current customers and attracting new ones to your store.

6. ***Participating in the CCC program is good for business.*** Owners and managers of automobile parts stores that participate in the CCC program report that the program: provides the store with free publicity (79.3 percent), brings in new customers (66.7 percent), and increases sales of oil/oil filters (69.0 percent) and other products (58.6 percent). Based on reports by these owners and managers, an average store will spend approximately 96 minutes per week collecting used oil—a relatively small amount of staff time for what the store can achieve in attracting customers.
7. ***Owners and managers of automobile parts stores that participate in the CCC program are satisfied with the business benefits they receive.*** The business reasons owners and managers of automobile parts stores cite for participating in the CCC program are to provide service to their customers (79.3 percent), bring in new customers (65.5 percent), increase oil and oil filter sales (57.5 percent), bring current customers in more often (56.3 percent), enhance the store's image (55.2 percent), and increase the sales of other products (54.4 percent). Well over half of these owners and managers report that they agree that participating in the CCC program accomplishes each of these business objectives.
8. ***The CCC program offers your store an opportunity to participate in a program that benefits the local area, which could enhance your store's image and recognition as a member of community.*** The vast majority of owners and managers of automobile parts stores that participate in the CCC program (78.2 percent) believe that doing so is a good service for the community. Even owners and managers of automobile parts stores that do not participate in the CCC program think the program is good for the environment (93.0 percent) and a good public service to offer (78.8 percent). This is a good program for the community and good for your business.
9. ***Automobile parts stores that participate in the CCC program continue to do so for extended periods of time.*** Most automobile parts stores that are participating in the CCC program (77.9 percent) have done so for more than five years. More than 80 percent of the owners and managers of these stores indicated they are satisfied with the program.
10. ***Participating in the CCC program is a good way to reach desirable target markets for automobile parts stores.*** DIYers are relatively young and have good household incomes, making them even more desirable customers over the long term. Based on the results of a survey of DIYers, 77.3 percent are between 21 and 50 years of age, and 64.1 percent have household incomes between \$40,001 and \$75,000 per year. Additionally, a large percentage of DIYers are Hispanic/Latino.

You are being asked to participate in the program. It is easy to join, there is a minimum of paperwork, and people at your local jurisdiction can assist you should you need help. Most owners and managers of automobile parts stores that do not participate in the CCC program (60 percent) indicated the main reason is that they have not been asked. This is your opportunity to do something that is good for business, good for your customers, and good for the community.

## (JURISDICTION NAME HERE)

### Certified Collection Center Program for Used Oil

#### What Participating Automobile Parts Store Managers Say about the Certified Collection Center Program

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), an agency of the California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

Owners and managers of automobile parts stores that participate in the CCC program were surveyed to assess the extent of CCC program activity in their stores, what they consider to be the benefits and problems with the CCC program, and how satisfied they are with CCC program participation. Some of the main findings are:

- ***Attracting people who recycle used oil can represent good business for an automobile parts store.*** Owners and managers of automobile parts stores that participate in the CCC program report that about 25.5 do-it-yourselfers (DIYers) turn in used oil per week. Because an average do-it-yourselfer (DIYer) spends approximately \$60.90 per visit to an automobile parts store, and 52 percent of them also shop in the store when turning in used oil, this could represent \$63,070 in revenues per year for a participating automobile parts store. Furthermore, these owners and managers report that about 28 percent of these DIYers are not current customers. Therefore, this could represent \$17,533 in new revenues per year to participating stores.
- ***Owners and managers of automobile parts stores that participate in the CCC program achieve their business objectives in doing so.*** The business reasons owners and managers of automobile parts stores give for participating in the CCC program are to provide service to their customers (79.3 percent), bring in new customers (65.5 percent), increase oil and oil filter sales (57.5 percent), bring current customers in more often (56.3 percent), enhance the store's image (55.2 percent), and increase the sales of other products (54.4 percent). Well over half of these owners and managers agree that participating in the CCC program accomplishes these business objectives.
- ***Most owners and managers of automobile parts stores that participate in the CCC program (80.0 percent) report that it takes less than five minutes to collect used oil from a customer.*** The average is 3.9 minutes, which is consistent with the 3.7 minutes reported by DIYers in a separate study. Given the potential to achieve the business objectives described above, this is a relatively small amount of time to devote to recycling—on the average, about 96 minutes per week.
- ***Collecting used oil from DIYers tends to be concentrated on selected days of the week, making it relatively easy to plan staffing requirements.*** Most DIYers bring in their used oil on Fridays, Saturdays, and Sundays. For an average store, this represents a total of about 96 minutes per week. This means it takes only about 16 minutes on Friday, 60 minutes on Saturday, and 20 minutes on Sunday. With this

distribution over several days, it is not likely that DIYers will disrupt normal operations or result in additional labor costs to your store.

- ***Owners and managers of automobile parts stores that participate in the CCC program are satisfied with the program.*** More than 80 percent of the owners and managers of automobile parts stores indicated they are satisfied with the program. This is consistent with the fact that nearly 78 percent have participated in the program for more than five years.
- ***It is nearly universally agreed that participating in the CCC program is good for the community.*** The majority of owners and managers of participating automobile parts stores (78.2 percent) believe that doing so is a good service for the community. Even owners and managers of automobile parts stores that do not participate in the CCC program think the program is good for the environment (93.0 percent) and a good public service to offer (78.8 percent).
- ***Many of the perceived problems associated with accepting used oil are greatly exaggerated.*** Some of the concerns that owners and managers have about the CCC program are not held to anywhere near the degree by those who do participate. As shown below, the percentages of respondents to surveys of participants and non-participants who consider the following to be negative aspects of the CCC program are considerably different—with non-participants having more negative views than those who participate in the program first-hand:

#### Perceived Problems with Program

Negative Views about the Program	Non-Participant "Myths"	Participant "Realities"
Oil dropped off when store closed	85.3%	69.4%
People come during peak hours	79.8%	40.0%
Mess created in store	69.3%	44.2%
Mess created in back room	67.5%	42.9%
Time to take the used oil	62.9%	28.6%
Space recycling takes in back room	59.1%	14.1%
People do not purchase anything	42.6%	17.6%
Collection by recyclers is messy	42.1%	11.8%
People expect more pay for oil	31.9%	8.3%
Collection by recyclers is sporadic	30.4%	10.6%
People do not speak English	20.2%	8.3%

## **(JURISDICTION NAME HERE)**

### **Certified Collection Center Program for Used Oil**

#### **The Economics of Participating in the Certified Collection Center Program: Why it can be Good Business**

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), an agency of the California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

Owners and managers of automobile parts stores that participate in the CCC program were surveyed to assess the extent of CCC program activity in their stores, operational characteristics of collecting used oil, and various aspects of their store's operations. Additionally, a business economic model was specifically created to allow owners and managers of automobile parts stores to assess the possible value of program participation on the profitability of their stores. Some of the main findings of these studies are shown below:

- ***The CCC program is good for business.*** The business reasons owners and managers of automobile parts stores give for participating in the CCC program are to provide service to their customers (79.3 percent), bring in new customers (65.5 percent), increase oil and oil filter sales (57.5 percent), bring current customers in more often (56.3 percent), enhance the store's image (55.2 percent), and increase the sales of other products (54.4 percent). Well over half of the stores report that they agree that participating in the CCC program accomplishes each of these business objectives.
- ***Customers of automobile parts stores want to be able to turn in their used oil at stores where they shop.*** Nearly 80 percent of do-it-yourselfers (DIYers) want to recycle their used oil, and to do so at stores where they shop is considered an attractive benefit. Owners and managers of automobile parts stores that participate in the CCC program report that more than 72 percent of the DIYers are their customers.
- ***About 28 percent of the people who turn in their used oil at automobile parts stores that participate in the CCC program are not current customers of those stores.*** This represents an opportunity to try to convert them to customers with good service and appropriate merchandise. It could represent more than 7 new customers per week, or nearly 370 new customers per year.
- ***DIYers have good demographic characteristics for automobile parts stores.*** They are relatively young and have good household incomes, making them even more desirable customers over the long term. Most DIYers (77.3 percent) are between 21 and 50 years of age, and 64.1 percent have household incomes between \$40,001 and \$75,000 per year. Additionally, a large percentage of DIYers are Hispanic/Latino.

- ***DIYers are attractive customers for automobile parts stores.*** Most DIYers (66.8 percent) go into automobile parts stores between 6 and 12 times per year, for an average of 8.2 times per year. Additionally, most DIYers (85.1 percent) spend between \$26 and \$100 on an average visit to an auto parts store. DIYers say they spend an average of \$60.90 per visit, compared to \$57.96 for the typical customer as reported by owners and managers of automobile parts stores. Accordingly, they represent a desirable target market in that they spend approximately \$500.00 per year in automobile parts stores.
- ***Significant patronage and sales revenues can be generated from DIYer patronage.*** Owners and managers of automobile parts stores participating in the CCC program report that, on the average, about 25.5 people bring in used oil per week. This represents more than 1,325 customers per year that will come into your store, and of those, nearly 370 will be people who are not your regular customers. DIYers report that they spend an average of \$60.90 in an auto parts store on an average visit. If these 370 people come in once, this generates nearly \$22,450 in additional store revenue. If they come in 8.2 times, their normal for the year, this represents \$184,100 in new revenue annually.
- ***The timing of when people turn in used oil is fairly predictable.*** Most of the used oil that is turned in comes to the store on Saturday (64.4 percent), Sunday (21.8 percent), and Friday (17.2 percent). An automobile parts store can plan for that with its staffing to minimize the time it takes to collect used oil and ensure customer service in shopping for other merchandise while in the store.
- ***The amount of time it takes to collect used oil from a customer is relatively insignificant.*** Owners and managers of automobile parts stores participating in the CCC program report that, on the average, it takes about 3.9 minutes to collect used oil, while DIYers say it takes about 3.7 minutes. This means that in most cases current staffing can take the oil without disrupting customer service or needed additional help. If all of the people turn their oil in between Friday and Sunday, this still represents only about 16 minutes on Friday, 60 minutes on Saturday, and 20 minutes on Sunday. This amount of time should not require additional staffing nor should it disrupt normal customer service.
- The economic model, based on statistics provided by automobile parts stores that participate in the CCC program, show the average store generating nearly \$20,000 in additional profit per year due to the increased traffic caused by people turning in their used oil.



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### Business Analysis Spreadsheet—Fact Sheet Version

<b>STORE INPUT FOR ANALYSIS</b>	
Activity: Average number of people bringing in oil per week	25.55
Activity: Average number of gallons of used oil collected from an individual	1.80
Activity: Average number of customers per day	186.90
Activity: Percent of people who bring in oil who are current customers	72.22%
Revenues: Percent of people who turn in oil and buy oil and/or oil filters	69.00%
Revenues: Percent of people who turn in oil and buy products other than oil and/or oil filters	58.60%
Revenues: Average spending per customer per visit	\$60.90
Costs: Average Gross Margin on sales	42.10%
Costs: Average number of minutes to collect oil by staff	3.92
Costs: Average hourly wage of staff who collect oil	\$10.29
Costs: Average benefits as a percent of wages	17.90%
Costs: Cost of permit to be a registered hazardous waste generator	\$200.00
Costs: Average cost per gallon to dispose of collected used oil	\$0.30
Costs: Miscellaneous variable costs per person to collect & dispose of oil per week	\$0.00
Costs: Additional miscellaneous fixed costs to collect oil per week	\$0.00
Deductions From Revenues: Discounted percent for purchases by customers who bring in oil	1.00
Deductions From Revenues: Discounted percent for purchases by non-customers bringing in oil	1.00
<b>COMPUTED ANALYSIS</b>	
<b>ACTIVITY</b>	
Average number of people bringing in oil per week	25.55
Average number of people bringing in oil per month	110.72
Average number of people bringing in oil per year	1,328.60
Average number of customers per day	186.90
Average number of customers per week	1,308.30
Average number of customers per year	68,031.60
Percent of people who bring in oil	1.95%
Percent of people who bring in oil who are current customers	72.22%
Number of people who bring in oil who are customers per week	18.45
Number of people who bring in oil who are customers per month	79.96
Number of people who bring in oil who are customers per year	959.51
Number of people who bring in oil who are not customers per week	7.10
Number of people who bring in oil who are not customers per month	30.76
Number of people who bring in oil who are not customers per year	369.09
<b>TIME TO COLLECT OIL</b>	
Average number of people bringing in oil per week	25.55
Average number of minutes to collect oil by staff	3.92
Total number of minutes per week to collect oil by staff	100.16
Total number of minutes per month to collect oil by staff	434.01
Total number of minutes per year to collect oil by staff	5,208.11
Total number of hours per week to collect oil by staff	1.67
Total number of hours per month to collect oil by staff	7.23



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### Business Analysis Spreadsheet (continued)

<b>STAFF COST</b>	
Average wage of staff who collect oil per hour	\$10.29
Average benefits as a percent of wages	17.90%
Benefit costs per hour	\$1.84
Total wages and benefits of staff who collect oil per hour	\$12.13
Total wages and benefits of staff who collect oil per minute	\$0.20
Total wages and benefits of staff who collect oil per collection	\$0.79
<b>TOTAL STAFF COST TO COLLECT OIL</b>	
Cost to collect oil from customers who bring in oil per week	\$14.63
Cost to collect oil from customers who bring in oil per month	\$63.38
Cost to collect oil from customers who bring in oil per year	\$760.53
Cost to collect oil from non-customers who bring in oil per week	\$5.63
Cost to collect oil from non-customers who bring in oil per month	\$24.38
Cost to collect oil from non-customers who bring in oil per year	\$292.54
Total staff cost per week	\$20.25
Total staff cost per month	\$87.76
<b>REVENUES FROM ADDITIONAL ACTIVITY BY PEOPLE WHO BRING IN OIL</b>	
Average spending per customer per visit	\$60.90
Percent who agree that people buy oil/filters	69.00%
Percent who agree that people buy products other than oil/filters	58.60%
Average percent who agree that people buy something	63.80%
Discount percent on purchases by customers who bring in oil	1.00
Discount percent on purchases by non-customers who bring in oil	1.00
Number of customers who bring in oil and buy something per week	11.77
Number of non-customers who bring in oil and buy something per week	4.53
Revenue from customers who bring in oil and buy something per week	\$716.95
Revenue from non-customers who bring in oil and buy something per week	\$275.78
Total revenue from people who bring in oil and buy something per week	\$992.72
<b>GROSS MARGIN ON ADDITIONAL ACTIVITY FROM PEOPLE WHO BRING IN OIL</b>	
Average Gross Margin on sales	42.10%
Number of gallons of used oil collected per week	45.99
Total cost of disposing of collected used oil per week	\$13.80
Gross Margin from customers who bring in oil and buy something per week	\$291.87
Gross Margin from non-customers who bring in oil and buy something per week	\$112.27
Total Gross Margin from people who bring in oil and buy something per week	\$404.14
<b>GROSS MARGIN MINUS STAFF, PERMIT, MISC COST FROM PEOPLE WHO BRING IN OIL</b>	
Gross Margin minus staff, permit, and misc. fixed costs from revenue from customers who bring in oil per week	\$267.28
Gross Margin minus staff, permit, and misc. fixed costs from revenue from non-customers who bring in oil per week	\$103.09
Total Gross Margin minus staff, permit, and misc. fixed costs from revenue from people who bring in oil per week	\$383.89
Total Gross Margin minus staff, permit, and misc. fixed costs from revenue from people who bring in oil per month	\$1,663.52
Total Gross Margin minus staff, permit and misc. fixed costs from revenue from people who bring in oil per year	\$19,962.22

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**Business Analysis Spreadsheet (continued)**

<b>BREAK EVEN ANALYSIS--NUMBER OF PEOPLE WHO NEED TO PURCHASE SOMETHING</b>	
Average Revenue per transaction	\$60.90
Average Gross Margin per transaction	\$25.10
Average staff cost per collection of oil	\$0.79
Average cost to dispose of collected used oil	\$0.54
Average miscellaneous variable costs per person	\$0.00
Total Gross Margin minus variable costs	\$23.77
Total fixed costs (permit cost + miscellaneous fixed costs)	\$200.00
Number of people who bring in used oil and need to buy something to cover total fixed costs	8.42
Percent of people per year who need to purchase something to cover staff collection cost	0.99%
Number of weeks needed to cover total annual fixed costs	0.33
Number of days needed to cover total annual fixed costs	2.31

## (JURISDICTION NAME HERE)

### Certified Collection Center Program for Used Oil

#### Ten Myths and Realities of Participating in the Certified Collection Center Program

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), an agency of the California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

Owners and managers of automobile parts stores that participate in the CCC program were surveyed to assess the extent of CCC program activity in their stores, operational characteristics of collecting used oil, and various aspects of their store's operations. Additionally, owners and managers of automobile parts stores that do not participate were surveyed to assess their perceptions of what participating in the CCC program would mean to their stores. These responses were then compared and the differences between the perceptions of the non-participating owners and managers (the "myths") and the responses given by participating owners and managers (the "realities") are highlighted below.

- **Myth #1:** Owners and managers of automobile parts stores that do not participate in the CCC program think the CCC program believe the average number of people who turn in used oil per week (do-it-yourselfers, or DIYers) is about 7.3.

**Reality:** Owners and managers of automobile parts stores participating in the CCC program report that, on the average, about 25.5 DIYers bring in used oil per week. This represents more than 1,325 customers per year that will come into their stores, and of those, nearly 370 will be DIYers who are not regular customers.

- **Myth #2:** Owners and managers of automobile parts stores that do not participate in the CCC program think only about 42 percent of the people who would bring in used oil are current customers.

**Reality:** Owners and managers of stores participating in the CCC program report that about 72 percent of the people who bring in used oil per week are current customers. Customers who are DIYers may be going to other auto parts stores to recycle their used oil, and thereby being exposed to the marketing efforts of competing stores.

About 27.8 percent of the people who turn in their used oil at an auto parts store are not current customers. This represents an opportunity to try to convert them to customers with good service and appropriate merchandise. It could represent more than 7 new customers per week, or nearly 370 new customers per year.

- **Myth #3:** Owners and managers of auto parts stores that do not participate in the CCC program think that it takes about 6.7 minutes to collect used oil from a DIYer.

**Reality:** Owners and managers of stores participating in the CCC program report that, on the average, it takes about 3.9 minutes. Accordingly, current staffing can take the oil without disrupting customer service or needing additional help.

- **Myth #4:** Owners and managers of most automobile parts stores that do not participate in the CCC program (53.5 percent) think people will bring in used oil during their peak hours.

**Reality:** If all of the people turn their oil in between Friday and Sunday, this still represents only about 16 minutes on Friday, 60 minutes on Saturday, and 20 minutes on Sunday. This amount of time, 96 minutes per week, should not require additional staffing nor should it disrupt normal customer service.

- **Myth #5:** Less than half of the owners and managers of automobile parts stores that do not participate in the CCC program (43.8 percent) believe the program will cause people to stay in their stores longer.

**Reality:** More than 60 percent of the owners and managers of automobile parts stores that participate in the program report that the program causes people to stay in their stores longer. This can result in increased sales of other products, and enhances opportunities to build stronger relationships with current and new customers.

- **Myth #6:** Owners and managers of participating automobile parts stores report that they have problems with people bringing used oil in the wrong containers (76.5 percent), bringing in contaminated oil (68.6 percent), and dropping used oil off when the store is closed (69.4 percent).

**Reality:** There are no wrong containers. The only requirements are that the container should not contain any other substance besides used oil, and it should be safe for transporting to a store. With respect to contaminated oil, it represents less than 0.02 percent of all used oil turned in, and a store is covered for \$5,000 in expenses to properly dispose of this oil. In terms of DIYers dropping off oil after hours, this is a problem whether a store participates in the CCC program or not. Additionally, most DIYers who do not recycle their oil indicate they would do so if there was a convenient location for doing so, and they like to shop in those stores at the time they turn in their used oil.

- **Myth and Reality #7:** Owners and managers of automobile parts stores which participate in the CCC program believe the reasons for doing so more strongly than do those who do not participate.

#### Reasons for Participating in Program

Reasons for Participating in Program	Non Participant "Myths"	Participant "Realities"
Service to customers	50.4%	79.3%
Service to community	60.7%	78.2%
Bring in new customers	53.3%	65.5%
Increase oil/filter sales	43.7%	57.5%
Bring in more often	40.0%	56.3%
Enhance store image	50.4%	55.2%
Increase other sales	51.1%	54.0%

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- **Myth and Reality #8:** Owners and managers of automobile parts stores that participate in the CCC program have more favorable impressions of the program than do non-participants.

#### Favorable Views of Program

Favorable Views of Program Benefits	Non Participant "Myths"	Participant "Realities"
Brings good publicity to store	61.5%	79.3%
People purchase oil/oil filters	31.9%	69.0%
Brings current customers more often	29.1%	66.7%
Brings in new customers	25.6%	64.4%
People spend time in the store	34.2%	62.8%
People purchase other products	34.2%	58.6%

- **Myth and Reality #9:** Owners and managers of automobile parts stores that do not participate in the CCC program have more negative impressions of the program than do participants.

#### Negative Views of Program

Negative Views of Program Benefits	Non Participant "Myths"	Participant "Realities"
Oil dropped off when store closed	85.3%	69.4%
People come during peak hours	79.8%	40.0%
Mess created in store	69.3%	44.2%
Mess created in back room	67.5%	42.9%
Time to take the used oil	62.9%	28.6%
Space recycling takes in back room	59.1%	14.1%
People bring oil in wrong container	58.3%	76.5%
People do not know how to turn in used oil	56.6%	62.4%
People bring in contaminated oil	53.5%	68.6%
People do not purchase anything	42.6%	17.6%
Collection by recyclers is messy	42.1%	11.8%
People expect more pay for oil	31.9%	8.3%
Collection by recyclers is sporadic	30.4%	10.6%
People do not speak English	20.2%	8.3%

- **Myth #10:** Owners and managers of non-participating automobile parts stores do not think the CCC program is good for the environment and a good public service to offer.

**Reality:** Nearly all owners and managers of automobile parts stores, irrespective of whether they participate in the CCC program or not, believe the CCC program is good for the environment and a good public service.

You are being asked to participate in the program. It is easy to join, there is a minimum of paperwork, and people at the jurisdiction can assist you should you need help. Most owners and managers of automobile parts stores that do not participate in the CCC

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program (60 percent) indicated the main reason is that they have not been asked.

Overall, more than 90 percent of DIYers rate their experiences as good in bringing used oil into stores that participate in the CCC program. And, more than 80 percent of the owners and managers of automobile parts stores are satisfied with their participation in the CCC program. This is a good program for business and the community in which your store operates.

## **(JURISDICTION NAME HERE)**

### **Certified Collection Center Program for Used Oil**

#### **Suggestions for Promoting Participation in the Certified Collection Center Program**

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), an agency of the California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

Owners and managers of automobile parts stores that participate in the CCC program were surveyed to identify the methods they use to promote their participation in the CCC program and what they believe works best in terms of methods and messages. Some of the main findings are included in the suggestions below:

- ***A certified center must provide notice to the public, through on-site signs and periodic advertising in local media, of the center's acceptance of used lubricating oil.*** It must advertise at least once every six months via general media, that the center accepts used oil at no charge and offers payment of the recycling incentive. Advertising may be conducted either by the center, corporate headquarters, or local government.

Board-approved signage is required at all certified centers. Signs are provided free of charge to participating centers—the exterior sign should be posted so that is easily readable by the public.

- ***In developing a promotional strategy, your store does not have to change do-it-yourselfers (DIYers) behaviors.*** Most DIYers (78.6 percent) take their used oil to auto parts stores, so they are used to going to automobile parts stores to turn in oil. Your store mainly needs to provide recognition that you accept used oil, and provide good customer service when DIYers bring in their used oil.
- ***If your store promotes that it participates in the CCC program, it is likely to attract customers who consider your store to be in a convenient location.*** The main reason DIYers do not turn in their used oil to automobile parts stores is that the store is not in a convenient location. Your store will be convenient to those within your target market, and thereby can increase patronage if people recognize it as a certified collection center.
- ***Your promotion does not need to be especially elaborate or expensive to be effective.*** Most owners and managers of automobile parts stores participating in the CCC program believe that the advertising messages which work best are that the store accepts used oil and filters (83.8 percent) and that recycling is important (66.2 percent). They also think that signs in the store window (77.3 percent) and where used oil is collected (49.3 percent) are most effective for displaying the messages.
- ***In-store signage can be an effective and low-cost promotional method.*** Most DIYers (79.4 percent) find out about which automobile parts stores take used oil by seeing signs or hearing about it at the store. Accordingly, well designed and properly

placed signage can be very effective in building recognition that your store participates in the CCC program. The CIWMB has developed store signs that you can access at its website: <http://www.ciwmb.ca.gov/usedoil/certcenters/Signage.htm>.

- ***Display a window sign indicating your store's participation near the entrance to the store and on the shelves containing new oil and oil filters.*** Placing these signs in high traffic areas will enhance recognition.
- ***To increase recognition of your store's participation in the CCC program, train store clerks to mention that the store accepts used oil when they sell new oil and/or oil filters to customers.*** This builds recognition and is a good customer service. Most DIYers prefer to turn in their used oil at stores where they shop.
- ***Consider including a small flyer that indicates your store accepts used oil and how to avoid contaminating the oil as bag stuffers for DIYers people who purchase new oil and/or oil filters.*** This flyer may be a small copy of the signage used to promote the fact that your store is a certified collection center. This provides an inexpensive and effective way to remind your customers that they can bring their used oil to the store. Since most DIYers also shop when they bring in used oil, this can be very good for business.
- ***Include a short notice that your store accepts used oil in your print advertising.*** This can simply be a small version of the signage provided by the CIWMB at the website cited above. It need not consume much space, but satisfies one of the requirements for participating in the CCC program and also can attract DIYers who are not currently customers of your store.
- ***Talk to your local jurisdiction about coordinating public promotion of the CCC program and the importance of used oil recycling, and determine if your store's name can be included in the print promotion as one of the sites accepting used oil.*** Your local jurisdiction may provide some supporting advertising for the program and your store in its efforts to promote recycling. Take advantage of any opportunities to increase your store's name recognition as a CCC program participant.



## **(JURISDICTION NAME HERE)**

### **Certified Collection Center Program for Used Oil**

#### **How to Benefit from Participating in the Certified Collection Center Program**

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), an agency of the California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

Owners and managers of automobile parts stores that participate in the CCC program were surveyed to assess the extent to which people bringing in used oil are good customers for additional business. Their responses and some possible ways to benefit from increased store traffic are shown below:

- ***Do-it-yourselfers (DIYers) are frequent customers of automobile parts stores, and they want to be able to turn oil in at the stores where they shop.*** Most DIYers (66.8 percent) go into automobile parts stores between 6 and 12 times per year, for an average of 8.2 times per year.
- ***Participating in the CCC program is not difficult and does not require much in the way of different customer services.*** What DIYers like about turning in used oil at automobile parts stores is a convenient location (68.6 percent), taking the oil quickly (14.8 percent), and helping them get the oil out of their vehicles (15.4 percent).
- ***Common aspects of good customer service are mainly what is needed to satisfy DIYers.*** What DIYers want from the staff in auto parts stores is for staff to act like they appreciate DIYers turning in used oil (11.4 percent), help bringing the oil into the store (9.2 percent), fast service (7.9 percent), and courteous service (6.6 percent).
- ***Participating in the CCC program can help generate additional sales for your store.*** Most DIYers (52 percent) shop in the automobile parts stores when they bring in their used oil.
- ***DIYers are an attractive target market for automobile parts stores.*** DIYers are relatively young and have good household incomes, making them even more desirable customers over the long term. Most (77.3 percent) are between 21 and 50 years of age, and 64.1 percent have household incomes between \$40,001 and \$75,000 per year. Additionally, a large percentage of DIYers are Hispanic/Latino.
- ***DIYers spend approximately 5.1 percent more in automobile parts stores per visit than do typical store customers.*** Most DIYers (85.1 percent) spend between \$26 and \$100 on an average visit to an automobile parts store, or approximately \$60.90 per visit, compared to \$57.96 for the typical customer as reported by owners and managers of automobile parts stores. Since DIYers visit automobile parts stores about 8.2 times per year, they spend approximately \$500.00 in these auto parts stores annually.

- ***Create more store traffic by placing signs indicating that your store accepts used oil near the place where you stock new oil and/or oil filters.*** Additionally, use signage at the location of where people turn in their used oil to suggest complementary products that DIYers might purchase when working on their automobiles.
- ***If possible, stock containers that would be good for transporting used oil, and place those near the location where people turn in their used oil.*** Locate impulse items at the counter where people turn in their used oil. Impulse items are products that people do not plan to purchase in advance of going to the store. Typically, these items carry higher-than-average profit margins.
- ***Use 'bag stuffers' to promote recycling that indicates the importance of properly disposing of used oil, your store accepts used oil, and how not to contaminate used oil.*** Include with this information suggestions for purchasing complementary products that DIYers might purchase when working on their automobiles.
- ***Train the staff members who receive the used oil to ask DIYers if they need other products that are used by people who work on their own automobiles.*** This is good customer service and good business.

## **(JURISDICTION NAME HERE)**

### **Certified Collection Center Program for Used Oil**

#### **Perceived Problems in Participating in the CCC Program and their Solutions**

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), a division of California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

Managers of automobile parts stores that participate in the CCC program were surveyed to identify difficulties they encountered with accepting used oil. Some of the main difficulties are highlighted, and their solutions are described below:

- ***People bring used oil in the wrong containers (76.5 percent).*** There are no “wrong” containers. The only requirements are that containers not contain residues that would contaminate the used oil, and be safe for transporting used oil so they do not spill in people’s cars or when they enter the store. The issue of containers can be turned into a positive for your store and customers by selling inexpensive containers that are clean, easy to use, and safe for transporting used oil.
- ***People drop off used oil when the store is closed (69.4 percent).*** This is a problem confronting stores irrespective of whether they participate in the CCC program or not. Your store may be able to reduce this problem by posting a sign that it accepts used oil and the days and hours it is open for business. If possible, include another window sign that highlights products your store carries that would be attractive to do-it-yourselfers (DIYers). This may encourage them to bring their used oil when your store is open to see the merchandise.
- ***People bring in contaminated oil (68.6 percent).*** In reality, this is not a particularly serious problem for the great majority of stores. The CIWMB estimates that only 0.02 percent of all used oil turned in is contaminated. You can reduce this risk even more if your staff: a) asks the DIYer if anything was added to the oil; b) examine the oil for layering, dirt or other debris, and unusual odors; and, possibly c) testing the oil using an EPA-approved field test kit available from your local recycling program. Furthermore, the CIWMB will cover the first \$5,000 in costs associated with disposing of contaminated oil. Given the small amount of contaminated oil that is brought into stores, this makes it highly unlikely that your store will find this to be a problem. Signage to help with this can be obtained from the CIWMB website: <http://www.ciwmb.ca.gov/usedoil/certcenters/Resources.htm>.
- ***People do not know how to turn in used oil (62.4 percent).*** There is no “wrong” way to turn in used oil. To make it easier for your customers and staff, you could post a simple sign where you collect used oil and/or where you sell new oil that asks DIYers to place the oil in a clean container and not add anything to the oil.
- ***Used oil creates a mess in the store (44.2 percent).*** This can be avoided if your store encourages DIYers to use containers that make it easy for people to transport used motor oil and bring it into the store. Your store could sell these containers.

Additionally, some DIYers indicated they would like assistance in bringing the oil from their cars into the store. If your staff assists these customers, there should not be a problem with oil being spilled in the store.

- ***Used oil creates a mess in the back room (42.9 percent).*** There should not be much mess in the back room if your staff is trained on the proper procedures for handling the used oil and pouring it into the storage tanks. Furthermore, registered transporters of used oil know how to collect the oil from stores, and only 2.8 percent of the owners and managers who participate in the CCC program indicated that this is a very serious problem.
- ***It takes a lot of time to collect the used oil (28.6 percent).*** According to DIYers, the approximate average amount of time it takes to turn in used oil is about 3.7 minutes. Managers of automobile parts stores that participate in the CCC program report it takes about 3.9 minutes. Based on reports that the average store receives used oil from approximately 25.5 customers per week, this represents about 96 minutes per week. Considering that participation may bring in about 370 people per year who have not previously patronized your store, this could be a good use of staff time in serving potentially new customers. Finally, only 9.5 percent of the owners and managers who participate in the CCC program indicated that this is a very serious problem.
- ***People come into the store during peak hours (40.0 percent).*** Most DIYers turn used oil in on Fridays, Saturdays, and Sundays. For an average store, this represents a total of about 96 minutes per week. This means it takes only about 16 minutes on Friday, 60 minutes on Saturday, and 20 minutes on Sunday. With this distribution over several days, it is not likely that DIYers will disrupt normal operations or force you to add extra staff. However, because people turn in used oil on a relatively predictable schedule, it should allow you to plan staff schedules accordingly.

It is important to note that among the issues NOT considered important by owners and managers of automobile parts stores that participate in the CCC program is that customers do not purchase anything when turning in their used oil (only 7.1 percent consider this a very serious problem). This suggests that participating in the CCC program can be good for customers and good for business.

## **(JURISDICTION NAME HERE)**

### **Certified Collection Center Program for Used Oil**

#### **How to Resolve Contaminated Oil Problems**

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), an agency of the California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

One of the concerns that some automobile parts store managers have about participating in the CCC program is what to do about contaminated oil. The reality is that contaminated oil represents less than 0.02 percent of all used oil turned in, and a store is covered for \$5,000 in expenses to properly dispose of this oil.

To help ensure that the store does not take contaminated oil, it should check the used oil to determine if it is contaminated before accepting it and placing it in a storage tank:

- Ask the customer if anything has been added to the used oil, such as gasoline, solvents, antifreeze, paint, or other household products. If the customer says they have added a contaminant, do not accept it.
- Examine the used oil to see if it has signs of layering, dirt or debris floating in it, or has an unusual color or odor. If the used oil appears contaminated, do not accept it.

If the oil is contaminated, tell her/him that the store cannot accept oil that is "contaminated." For the customer's future reference, tell him that he should not mix anything with used oil or pour used oil into containers that have residues in them. Then, give the customer the name and number of the local government agency that will accept contaminated oil. (List your local number below.)

Name and Phone Number of Local Agency that helps with Contaminated Oil Disposal:

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Each county's contact number is listed on a reference sheet titled "Where to Take That Contaminated Oil" that is given to each new collection center when they join the program. The contact list is also periodically updated and available on the internet at: <http://www.ciwmb.ca.gov/UsedOil/Handling/Contaminated/WhereToTake.htm>.

Additionally, the nearest location that accepts contaminated oil can be found quickly by accessing the 1-800 Cleanup website at [www.cleanup.org](http://www.cleanup.org). Type in your Zip code, follow the links to Household Hazardous Waste, then select "solvents" disposal. Any facility that accepts waste solvent will also accept contaminated used oil.

## (JURISDICTION NAME HERE)

### Certified Collection Center Program for Used Oil

#### How to Become a Participant in the Certified Collection Center Program

The Certified Collection Center (CCC) program was established by the California Integrated Waste Management Board (CIWMB), a division of California Environmental Protection Agency (CalEPA), to ensure that used motor oil is disposed of properly. This program not only helps minimize improper disposal of used oil within communities, but it also represents good business opportunities for automobile parts stores that participate in the CCC program.

It is easy to become a participant in the CCC program. Simply follow the steps described below. You can obtain the information directly from the California Integrated Waste Management Board online at: [www.ciwmb.ca.gov/usedoil/certcenters/default.htm](http://www.ciwmb.ca.gov/usedoil/certcenters/default.htm).

- **Step One: Obtain a Used Oil Collection Center Certification Application.** Download the form from the following website: [www.ciwmb.ca.gov/usedoil/Forms/CIWMB029.doc](http://www.ciwmb.ca.gov/usedoil/Forms/CIWMB029.doc). The application is only three pages long and asks for information about your store's operation that you should already have available.
- **Step Two: Submit the application.** The address for submitting the application form is shown on the form. Generally, it takes about 3 weeks for your application to be reviewed. You will be notified as to whether the application was approved or denied by mail. If approved, go to Step Three.
- **Step Three: Obtain the Operating Procedures and Guidelines from the CIWMB.** This provides you with a list of your responsibilities as a CCC and directs you to various sources of assistance. This information is available at the following website: [www.ciwmb.ca.gov/usedoil/certcenters/OpGuide.htm](http://www.ciwmb.ca.gov/usedoil/certcenters/OpGuide.htm).
- **Step Four: Purchase a storage tank.** At times, local governments receive used oil grant funds which may be used for expenses related to used oil collection, including providing assistance to facilities participating in the CCC program to purchase of storage tanks. The CIWMB encourages you to contact your county or city recycling coordinator to determine if funds are available. To determine who your local contact is, ask the CIWMB grant manager assigned to your county. CIWMB grant assignments are listed at <http://www.ciwmb.ca.gov/HHW/Grants/Contacts.htm>. You can also e-mail or the general Used Oil Program at [UsedOil@ciwmb.ca.gov](mailto:UsedOil@ciwmb.ca.gov), or call at (916) 341-6457.
- **Step Five: Obtain a California EPA ID Number.** Used oil haulers are not allowed to collect your used oil until you have an EPA ID number issued by the Department of Toxic Substances Control (DTSC). To obtain the EPA ID number, go to the DTSC website at: [www.dtsc.ca.gov](http://www.dtsc.ca.gov).

Follow links to: Publications and Forms; then Publications Index; then click on the "EPA ID" fact sheet, and follow the directions. If your only hazardous waste is used oil, you need only a California EPA ID number. Complete DTSC Form 1358 located on the website on the Publications and Forms link.

Local governments may also require a hazardous waste generator permit – contact your city or county Environmental Health Department of Hazardous Waste Department for local requirements.

- **Step Six: *Make contact with a used oil hauler.*** Your store must use a registered transporter if you collect and need to dispose of used oil. Certified used oil collection centers that file used oil recycling incentive claims (16 cents per gallon of used oil collected) must show that a registered transporter was used to transport the used oil. Used oil haulers must be registered with the Department of Toxic Substances Control (DTSC) prior to transporting used oil to a used oil recycling facility. Go to the DTSC's website to locate a hauler near you who is currently registered: <http://www.dtsc.ca.gov/database/Transporters/Trans000.cfm>. The CIWMB does not endorse or recommend any particular company.
- **Step Seven: *Obtain the forms for claiming the incentives for collecting used oil.*** The incentive is 16 cents per gallon, which is supposed to be offered to the person turning in used oil. However, you can claim this incentive even if the person does not want the money. When you become a CCC, all necessary claim forms will be mailed to you. Additional blank forms can be found at the following website: [www.ciwmb.ca.gov/usedoil/Claims/#HowToFile](http://www.ciwmb.ca.gov/usedoil/Claims/#HowToFile).
- **Step Eight: *Obtain the various graphics and signage that you can use as a certified collection center.*** One of your responsibilities is to include signage in your store and periodically promote the CCC program. The CIWMB has created logos for advertising and signs you can use for identification purposes, asking people not to contaminate used oil, and asking people not to leave oil after hours. You will be sent a free collection center sign when you become a CCC. You can download the logos from the following website: <http://www.ciwmb.ca.gov/usedoil/Graphics/>. You can download the various signs from the following website: [www.ciwmb.ca.gov/usedoil/certcenters/Signage.htm](http://www.ciwmb.ca.gov/usedoil/certcenters/Signage.htm).
- **Step Nine: *Access the various resources that the CIWMB makes available to you as a certified collection center.*** The CIWMB and local jurisdictions provide a variety of support services for automobile parts stores that participate in the CCC program. Resources available from the CIWMB can be found at the following website: [www.ciwmb.ca.gov/Publications/default.asp?cat=17](http://www.ciwmb.ca.gov/Publications/default.asp?cat=17). If you need assistance at the local level, please contact (add local number here).



# Tool 6: Developing Incentive Programs for Participating in the CCC Program

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The purpose of this tool is to assist the jurisdiction in developing incentives that will serve to retain existing stores in the CCC program and attract ones that your jurisdiction believes would be strategically beneficial to the local community. The incentives, of course, will vary depending on the geographic area, the stores you are targeting, and the resources your jurisdiction has available. Accordingly, an incentive program needs to be tailored to the particular situation. This tool should help you decide what types of incentives will motivate owners and managers to stay in or join the program, and how to package and deliver the incentives for maximum impact.

According to a survey of owners and managers of automobile parts stores that are Certified Collection Centers (CCCs), stores participate in the CCC program for a variety of reasons. As shown below, most of the reasons are business related: serve customers, bring in new customers, and increase sales.

The following reasons to participate were cited by current participants in the program, and the percentage of participants who agreed with the reason is noted in Table 5.

**Table 5: Reasons to participate in the CCC Program**

Reasons to participate in the CCC program	
Service to customers	79.3%
Service to community	78.2%
Bring in new customers	65.5%
Increase oil/filter sales	57.5%
Bring in more often	56.3%
Enhance store image	55.2%
Increase other sales	54.0%

Whether the reasons are business and/or community related, store owners and managers in the CCC program need periodic encouragement to continue accepting used oil and promoting recycling, and store owners and managers who do not participate need incentives to move them to take actions to become CCCs.

## ***When Incentives Work Best***

The most critical aspect of developing an incentive program is to recognize a basic fact: ***incentives only work if the target recipient sees value in what is being offered.*** All too often, people develop plans to motivate others by using strategies they think are valuable, and do not give adequate consideration to whether the target recipient would understand the benefit or feel the same way.

Therefore, there are several requirements for an effective incentive program:

- Needs to be personal. Owners and managers will respond more positively when they are approached on a one-to-one than a “bulk” basis. Whether actually tailored to individuals or not, they need to believe that the program is directed to providing value directly to them.



- Very clearly shows the benefit to the recipient. Owners and managers are not going to take the time or make the effort to try to understand the value of something. If it is not immediately clear as to the value, they are not going to respond. These people are frequently targeted with “deals” to make their stores better, and they know that most of these offers are designed more to benefit the one making the offer than to them. Furthermore, owners and managers of automobile parts stores that do not participate in the program do not see a real need to do so. If they really needed such a program in order for their stores to survive and grow, they would have sought you out. Consequently, make the incentive very obvious in order to attract their attention and generate interest.
- Offers benefits that are measurable. Benefits become more realistic if they can be measured. For example, the impact of an incentive program is likely to be much more significant if the offer is to increase customer traffic rather than enhance the store’s image. Owners and managers can more readily measure changes in customer traffic on the prime days when used oil is turned in (i.e., Fridays, Saturdays, Sundays) than changes in store awareness and image which have to be done through market surveys.
- Can achieve some benefits quickly. Incentives that take one to two years to generate benefits are not going to be as attractive as are ones that come to at least some fruition within one to three months. Try to include some benefit that owners and managers can see in a relatively short period of time.
- Includes a call to action. An incentive program that is available all the time is not much of a motivator. Incentives have a limited “shelf life” in that they should be offered for a reasonable time period (e.g., one month) and then go away. Unless there is some inducement to take action, owners and managers will continue with their current practices.
- Is easy for the recipient to implement. If you want owners and managers to respond to an incentive, clear the path of obstacles. Otherwise, do not offer the incentive in the first place as it will only annoy them. For example, an incentive to attract stores to participate in the CCC program by helping them to promote their new certification could include assisting owners and managers to complete the forms necessary for applying to be CCCs. This takes away some of the obstacles to taking advantage of the offer in that it saves them time and makes the process easier to complete.

## ***What Incentives Work Best***

As previously indicated, incentives need to be individualized to the extent possible to each targeted store owner or manager. Incentives attractive to some owners and managers will be of little interest to others.

Despite the variations in reasons for participating in the CCC program given by store owners and managers, there are some common factors that should motivate most of them. They include opportunities to:

- Increase store profits. This is the prime motivator for good owners and managers. The basic tenet is that: ***If the store does not generate profits, it cannot survive—and, if it cannot survive, it cannot accomplish anything else.*** An incentive program that includes opportunities to increase profits speaks the universal language of people in business. To the extent that a program can increase store profits and accomplish

other things as well (e.g., protect the environment, better the community), it becomes an even more powerful motivator.

- Increase store sales. While increasing sales is not as desirable as increasing profits, they often go hand-in-hand. At times, the costs of generating sales exceed the profit margins, causing sales increase to result in profit decreases. Nevertheless, store owners and managers seek sales increases because they can try to find ways to convert them into profits. “Same store sales increases” is one of the benchmarks used by corporations and Wall Street to assess the viability of businesses, so this is especially important to automotive parts stores that are part of chain organizations. Sales increases can come from incentives that bring in new customers or cause current customers to purchase more.
- Develop a competitive advantage over other stores. A prerequisite for sales and profits is to have a reason why a consumer should patronize one store instead of another. This reason is known as a “competitive advantage,” and it lies at the very heart of modern marketing programs. An incentive can be powerful if it will help a store to gain an advantage over its competitors, or to a lesser extent minimize an advantage competitors have over it. Without some competitive advantage, a business cannot survive over the long run.
- Generate awareness to the store. All stores need to make current and potential customers aware that they exist, explain what they offer, and tell customers why they should patronize it (i.e., the competitive advantage). An incentive can be effective if it can bring added awareness and recognition to the store.
- Increase store traffic. A fundamental principle in retailing is that: ***more traffic causes more sales***. While this is not necessarily going to happen, it is certain that sales will not be created if customers do not come in. One of the main advantages of participating in the CCC program is the opportunity to bring new customers into the store and/or cause current customers to come in more often. Incentives that cause customers to come to the store should be very attractive.
- Increase customer retention. Another fundamental principle of retailing is that: ***it is far less expensive to keep a customer than it is to acquire one***. Participating in the CCC program helps stores to keep their customers from going to other stores to turn in their used oil, and thereby risk losing them to the competition. Incentives that create opportunities for the store to build closer relationships with their current customers also are very attractive.
- Attract new customers. All retail businesses need to attract new customers because they will lose some and also want to grow their businesses. Incentives that can make the store more attractive to either customers of other stores or people new to the area should generate interest among owners and managers.
- Provide a community service. Nearly 80 percent of the owners and managers of automobile parts stores indicated that serving the community was a reason for participating in the CCC program. Community service is part of the cultures of many organizations, and incentives that assist them to do so can be attractive. However, this motivation works best when it is in conjunction with business-related motives. There is no reason why a program cannot serve the community and be good business simultaneously. Incentives that create opportunities to do both are especially attractive.

## ***Ways to Motivate Stores to Participate in the CCC Program***

Before attempting to motivate owners and managers to either participate or continue to participate in the CCC program, the jurisdiction has to determine what it has to offer that may be a good incentive(s). It also has to assess what the cost of the incentive(s) will be and whether it can yield results that outweigh those expenses. From the jurisdiction's perspective, the best incentives are those that are inexpensive, take a minimal amount of staff time, and are easy to provide.

Possible incentives that could be used to attract or retain automobile parts stores into the CCC program are to:

- Help owners and managers with completing the application form and other paperwork once accepted in the CCC program. One of the most common concerns in business is with paperwork, especially government paperwork. Help owners and managers to fill out the application form, and assist them in establishing their records and file for the incentive reimbursement the first time. This makes participation in the CCC program much easier and more attractive.
- Help owners and managers to navigate through the jurisdiction's and CIWMB websites to find the forms and information they need to participate in the program. Because the CIWMB website contains an extensive amount of information that could be helpful to automobile parts stores, it is important to show owners and managers where the sites of particular interest are located and how to reach them quickly and efficiently.
- Identify possible haulers owners and managers can use, and help them get agreements in place with a hauler. While the jurisdiction should not direct owners and managers to individual haulers, it can provide them with such a list and help them establish a relationship with haulers of their choice.
- Identify places where owners and managers can purchase used oil storage tanks, help them determine the size of tank they should purchase, and assist them with paying for the tank. Generally, storage tanks cost between \$500 and \$2,500. Use grant funds to help owners and managers defray some or all of this cost. It is an important incentive that could make the difference in their decision as to whether to participate or continue participating if they need new tanks.
- Help owners and managers to customize their operating procedures for collecting used oil and procedures for telling staff how to avoid accepting contaminated oil. Guidance documents are available on the CIWMB website for suggested operator practice at: [www.ciwmb.ca.gov/usedoil/certcenters/OpGuide.htm](http://www.ciwmb.ca.gov/usedoil/certcenters/OpGuide.htm); and tips for how to avoid collecting contaminated oil are at: [www.ciwmb.ca.gov/usedoil/Handling/Contaminated/Procedures.htm](http://www.ciwmb.ca.gov/usedoil/Handling/Contaminated/Procedures.htm). Assist owners and managers to customize these to fit the needs of individual stores, and comply with CIWMB and the jurisdiction's requirements and guidelines.
- Provide owners with lists of locations that customers can go to if they have contaminated oil. Although it is relatively rare for stores to receive contaminated oil, owners and managers will want to assist their customers to find locations that can take the oil. The CIWMB maintains a website that has a list of some of the locations ([www.ciwmb.ca.gov/usedoil/Handling/Contaminated/WhereToTake.htm](http://www.ciwmb.ca.gov/usedoil/Handling/Contaminated/WhereToTake.htm)), and this can be printed out for the store owners and managers. Show them how to access this

website so they can update this list periodically, or the jurisdiction can provide them with updated lists when they come out.

- Help train staff on the proper procedures for collecting used oil. While this can be somewhat labor intensive, it is a good incentive in that it ensures that the staff know the correct procedures, and owners and managers do not have to spend the time with this training.
- Provide the staff with tips on how to effectively sell other products to people who come to the store to turn in used oil. Although most owners and managers will have their own training programs for this, jurisdictions can spend a few minutes informing staff of options for doing this.
- Provide the store with signs and/or help owners and managers to customize signs made available through CIWMB. Signs and logos are provided at the CIWMB's website: [www.ciwmb.ca.gov/usedoil/CertCenters/Resources.htm#Signage](http://www.ciwmb.ca.gov/usedoil/CertCenters/Resources.htm#Signage). These provide excellent basic signage that can be used in the store. However, assisting store owners and managers to customize the signs to make them more personal can be a significant incentive.
- Help stores to develop or copy promotional materials indicating they are CCCs. The CIWMB requires participating stores to advertise that they accept used oil. Assist owners and managers to develop promotional material they can include in their existing advertising.
- Promote used oil recycling and the CCC program in the stores' market areas. To the extent that resources allow, conduct advertising and public relations campaigns in the different market areas, and inform store owners and managers in advance of these efforts. Additionally, where possible, include the names and locations of automobile parts stores that participate in the CCC program. Providing some assistance with the advertising will be a very significant incentive.
- Show store owners and managers where they can purchase items that promote recycling and give them to their customers. The CIWMB maintains a website that has a wide variety of products which can be used to promote recycling and the store. This is available at: [www.ciwmb.ca.gov/hhw/clearinghouse/default.htm](http://www.ciwmb.ca.gov/hhw/clearinghouse/default.htm).
- Conduct a cost-benefit analysis for store owners and managers that demonstrate the extent to which their stores profit from participating in the CCC program. Either give store owners and managers Data Entry Sheets (available in Tool 4) and run the analysis for them every six to twelve months, or give them the actual Tool 4 spreadsheet so they can conduct the analysis for themselves. In order to maintain more contact with the owners and managers, it is recommended that the jurisdiction make the analysis for them and provide them with the results.
- Develop a program whereby store owners and managers in non-competing areas can share their "best practices" for collecting used oil and making additional sales to those who bring in their used oil. This may involve creating a web "chat room," or the jurisdiction collecting owner and manager experiences and suggestions and making them available to other owners and managers.

# Tool 7: Steps to Selling the CCC Program to Automobile Parts Stores

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This tool contains information on how to develop a sales program for attracting automobile parts stores into the Certified Collection Center (CCC) program. Initially, it must be determined that it would be desirable to have particular automobile parts stores participate in the CCC program. This could be assessed using Tools 1, 2, 3, and 4, with the result being a decision that both the community and the stores would benefit from the relationship.

Then, “selling” the Certified Collection Center (CCC) program to automobile parts stores requires careful preparation and a professional approach. The following steps are a guide on how to prepare for and conduct a sales presentation. To be most effective, however, adapt the activities described in these steps to your own personal style.

## ***Step One: Identify Target Stores***

“Business-to-business” selling is personal, and mass marketing strategies such as simple mailings are seldom very effective in closing a “sale.” Identify individual stores you want to target for participation in the CCC program and then plan to market to them directly. Be sure to select stores that not only will serve the community by taking used oil and oil filters, but also can benefit from participating in the CCC program. To the extent possible, focus on attracting stores that:

- Are located in market areas which have minimal coverage by entities that take used oil.
- Have customer bases which match the general demographic characteristics of those who change their own motor oil (more information is available in Appendix A of this report “Survey of California Consumers Who Change Their Own Motor Oil” ).
- Do a relatively large volume of business since most of the people who will turn in used oil are likely to be their existing customers.
- Have good visibility from the street since some of the more effective promotion for the CCC program is through window signage.

## ***Step Two: Learn About the Target Store’s Operations***

To obtain the cooperation of store owners or managers, you must have at least a basic understanding of their operations. Obtain information on the following:

- The demographic characteristics of the store’s market area. You can obtain this information from the Demographic Database available in tool 2. In most cases, use the Zip code within which the store is located, and the Zip codes immediately adjacent to that one.
- The store’s operations, including:
  - The days and hours the store is open.
  - The store’s layout and places within the store that would be appropriate to use for collecting used oil.

- The merchandise selection within the store that might be attractive to people who turn in used oil.
- How busy the store is on peak days (i.e., Fridays, Saturdays, and Sundays) and non-peak days (i.e., Monday, Tuesday, Wednesday, and Thursday) of the week for turning in used oil.

To collect this information, it may be necessary to do a short preliminary site visit to the store.

### ***Step Three: Identify the Decision-Maker***

Identify the person in the store who can make the decision to participate in the CCC program. Finding the decision-maker is critical in both independent and chain stores. In independent stores, the owner is the best person to target unless she/he is an absentee owner, in which case it will be necessary to start with the store manager.

In chain stores, decisions may or may not be made at the store level. Some chain store managers probably have the authority to enter into agreements such as this. Other chain store managers are not permitted to do so, and all of these decisions are made at the regional or headquarters level. However, even if chain store managers do not have the authority to make the decision, they can provide much needed support when the proposal goes to those who have the authority.

Although each situation will be different and needs individual consideration, it generally is recommended that the jurisdiction approach the chain store manager before seeking approval at the regional or headquarters level. The objective will be to sell the store manager on the benefits of participating in the CCC program *if* doing so would be allowed by the chain. Once this is accomplished, the next objective will be to encourage the store manager to make the recommendation to the regional or headquarters level or allow the jurisdiction to indicate that she/he would support the program if allowed at the regional or national level.

For a chain store, contact the store to obtain the name of the store manager, the address of the corporate/regional headquarters and the name of the person in charge of store operations at that level. Some information may be available on the Internet, but it likely will require a telephone call to the store.

For an independent store, contact the store to obtain the names of the store owner and manager (if not the owner).

### ***Step Four: Decide When to Approach the Store Owner or Manager***

In “selling,” obtaining uninterrupted time with the store owner or manager is difficult but critical. Try to select a time to approach a store owner or manager that avoids peak store periods (e.g., holidays), times when the store is conducting special internal operations (e.g., inventory counts), and peak store hours (e.g., Friday, Saturday). Not only will it be difficult to obtain the owner’s or manager’s attention during those times, but it could signal to them that you are not sensitive to their busy schedules.

Generally, some of the best months to approach store owners or managers are March, April, May, July, and October. The best days of the week typically are Tuesdays, Wednesdays, and Thursdays.

### ***Step Five: Plan a Strategy to Gain the Attention of the Store Owner or Manager***

As previously indicated, jurisdictions have experienced difficulties in obtaining meetings with automobile parts store owners and managers just to explain the benefits of participating in the CCC program. Common reasons given for refusing to have meetings are that the CCC program does not fit their needs, their stores are too small, they are concerned that DIYers will change their oil in the store's parking lot, etc.

Accordingly, it is critical that the jurisdiction develop a strategy to gain the initial attention of the store owner or manager. To do this, create a packet of materials that can be delivered to the store owner or manager in advance of a request for a meeting.

The "Used Oil Recycling Program Benefits to Your Business" folder created by the CIWMB contains a variety of materials that describe the program and its benefits to automobile parts stores. These folders are available from the CIWMB. Some of the "fact sheets" contained in this Recruitment Guide are included in the folder and should be emphasized. Two of the more important information sheets in the folder are the "Benefits to Joining the Used Oil Certified Collection Center Program" and the "Myths and Realities of Participating in the Used Oil Collection Program." The "fact sheet" entitled "The Economics of Participating in the CCC Program" can be added to the folder to emphasize that participation can be financially beneficial.

The packet of materials should be designed to quickly generate interest in the CCC program. The information need not be adequate to "sell" the program, but it should create interest. Keep the packet of materials to no more than about three pages. If the packet contains too much information it is likely to be discarded or the store owner or manager will believe she/he has all of the information necessary.

### ***Step Six: Share Information with the Store Owner or Manager In Advance of a Request for a Meeting***

To increase the likelihood of obtaining a meeting, and to make that meeting more productive, provide the store owner or manager with some information in advance. While each situation will be different, it is generally recommended that the jurisdiction do the following:

- Deliver the folder to the store and personally hand it to the store owner or manager. This ensures that the folder reaches the desired person. If you personally deliver the packet, do so in the morning rather than late in the day. Materials that arrive late in the workday are likely to be stacked up for the next day and possibly forgotten.

If it is not possible to personally deliver the folder, mail it to the store owner or manager. Mailing is not as desirable an approach, so it should be augmented with a call to the store owner or manager in advance to alert her/him that the folder is forthcoming. This call should be made about one day before the folder is expected to reach the store.

- When delivering or calling the store prior to its receiving the folder by mail, try to conduct a "two-minute meeting" with the store owner or manager. Do not ask for the time, just proceed to emphasize several components of the folder. In particular, take the "Benefits to Joining the Used Oil Certified Collection Center Program" and the "Myths and Realities of Participating in the Used Oil Collection Program" out of the

folder and hand them to the store owner or manager. This places greater emphasis on these items and forces the owner or manager to look at them.

The focus of the *two-minute meeting* should be on how participating in the CCC program can be beneficial to the store. Develop a series of statements to indicate “what’s in it for them” just to have a meeting. Some options for getting store owner or manager attention are to suggest:

- How the CCC program can increase store traffic. Use generic statistics from the Business Analysis Worksheet (see Tool 4) and fact sheets (see Tool 5) to illustrate this. For example, “Based on an independent survey of managers of automobile parts stores that participate in the CCC program, 64.4 percent indicated that the program brings in new customers.”
- How participating in the CCC program might keep customers from going to other stores to turn in their used oil. Use the information contained in the fact sheets to prepare this. For example, “Based on an independent survey of people who recycle their used oil, 78.6 percent take their used oil to automobile parts stores, and 36.7 percent went to a second store if they could not leave the oil at the first store they went to.”
- The economics of keeping good customers. According to some marketing experts, it costs between five and ten times more to obtain new customers than to keep existing ones. And, while many businesses lose 10 percent to 30 percent of their customers each year due to a variety of reasons, a 5 percent reduction in lost customers can increase profits by 25 percent to 85 percent. Therefore, this CCC program will be worthwhile even if it only retains some customers.
- How the store can compete with other stores that are and are not participating in the CCC program. Use the information in the Demographic Database to identify automobile parts stores within the market area that do and do not participate in the CCC program. Use this to illustrate how either their competitors are accepting used oil, or that the store can be unique in its market area by participating in the CCC program.

These types of statements can be used when talking to the store owner or manager and trying to make an appointment. Be prepared to use only two or three statements. This is not the time to try to sell the CCC program.

Depending on how well this two-minute meeting either in person or by telephone proceeds, it may be appropriate to ask for a more formal meeting to discuss the CCC program.

If a meeting is not scheduled when the folder is delivered, contact the store owner or manager within three to five days and ask for an appointment. Re-emphasize the benefits that were used in the two-minute meeting.

### ***Step Seven: Arrange to Meet with the Store Owner or Manager***

Call the store and ask to speak to the owner or manager. Tell her/him who you are, refer to the material you already provided, and ask for no more than fifteen minutes of her/his time. Suggest two or three dates and times and let the owner or manager decide which, if any, is best. Have additional dates and times available in case none of those are convenient for the store owner or manager. The key is to have enough options ready so



that one is almost surely acceptable.

### **Step Eight: Prepare for the Presentation to the Store Owner or Manager**

Prepare a presentation lasting no more than fifteen minutes to demonstrate you understand the needs of the store, explain the CCC program concisely, and describe how participating in the CCC program can benefit the store. While some people use scripted presentations, they usually are not as effective because they “talk to” instead of “talk with” the owner or manager. Additionally, you need to be flexible in adapting your message based on the questions you are asked and how the store owner or manager responds to your presentation. Accordingly, prepare a “professional but loose” presentation based on:

- A set of opening statements that shows you are familiar with the store and its operations (e.g., hours of operation, type of merchandise carried). Use the information you have collected about the store and mix those with information from the fact sheets (see Tool 5) to develop fact-based statements which are specific and believable (e.g., “According to an independent survey of people who recycle their used oil, 52 percent indicated they stay in the store and shop when they bring in the oil. I see you have a large merchandise selection of \_\_\_\_\_, and that may be attractive to them.”).
- A set of questions to ask the store owner or manager during various stages of the sales presentation. These could include:
  - Who decides whether your store will participate (continue to participate) in the CCC program? *Importance of Question: It will help you to identify the people who make the decision concerning future participation.*
  - What are the most common demographic characteristics of your customers in terms of their gender, age, income, and ethnicity? *Importance of Question: This will help you to determine if the characteristics of the store’s current customers match those of people who change their own oil. That information is available from the study of do-it-yourselfers conducted for the CIWMB.*
  - How do these common demographic characteristics differ from what you would consider to be an ideal customer? *Importance of Question: This will give you the information to determine if the characteristics of the store’s ideal customers match those of people who change their own oil.*
  - Do you know where your current customers take their used oil to be recycled? OR, FOR CURRENT PARTICIPANTS: Do you know where your current customers will take their used oil to be recycled if they can no longer bring it here? *Importance of Question: This may cause the store owner or manager to think about losing customers. You can use statistics from the survey of do-it-yourselfers to show that they will take their used oil to automobile parts stores, and if one cannot accept it, others will.*
  - What promotional program(s) do you use to build awareness of your store to people in your market area? *Importance of Question: This information will provide insights into whether the store is doing a reasonable amount*

*of advertising. If it is, the store can tie CCC promotion into the current advertising being done. If not, promotion of the CCC program may build recognition.*

- What is the one thing you would most like to accomplish for your store in the next year? *Importance of Question: Assuming the store wants to build sales and profits, you can use the response to lead into the benefits of the CCC program provides in generating store traffic.*
- What do you know about the CCC program? *Importance of Question: This will allow you to determine what to tell the store owner or manager about the CCC program and correct any misunderstanding she/he may have.*
- If your store were to participate in the CCC program, what would you hope to accomplish by doing so? *Importance of Question: This will tell you what aspects of the CCC program need to be emphasized that match what the store owner or manager wants to accomplish.*
- What do you think are the greatest benefits to your store by participating in the CCC program? *Importance of Question: You can use this information to emphasize the benefits of the CCC program that were reported by store owners and managers who participate in the program according to the survey conducted for the CIWMB.*
- What do you think are the greatest drawbacks to your store by participating in the CCC program? *Importance of Question: This will tell what objections need to be countered and what misunderstanding need to be corrected.*
- What could be done to make the CCC program more attractive to your customers and your store? *Importance of Question: This will provide insights into what changes may need to be made in the CCC program. If the response indicates a misunderstanding of the CCC program, this gives you an opportunity to make clarifying statements.*
- What information would you need to have in order to make a decision as to whether to participate (continue participating) in the CCC program? *Importance of Question: This will tell you what additional information to provide the store owner or manager in order to move her/him closer to making a decision.*
- What are the key factors you would consider in making a decision whether to participate (continue participating) in the CCC program? *Importance of Question: This will tell you what factors you need to stress to encourage the store owner or manager to make a decision to participate in the CCC program.*
- A set of statements that quickly and effectively describes the CCC program and the purpose of your visit. This should take no more than one to two minutes. Use facts from the information in the fact sheets (see Tool 5) to add some credibility to your statements (e.g., “According to an independent survey of managers of automobile parts stores that participate in the CCC program, these stores have about 25 people turn in their used oil per week, and of those, nearly 30 percent are not current

customers. This illustrates how there is a need for automobile parts stores to participate in the CCC program and how you can attract non-customers to your store”).

- A series of statements designed to generate interest in the CCC program. Additionally, use information contained in the fact sheets and the Tool 4 Business Analysis to show that the program can enhance service to existing customers, attract new customers, increase store traffic and sales, and provide a community service in a low/no-cost manner.
- What you anticipate the store owner or manager to ask when you get to the point of asking her/him for questions. You may cover the questions you anticipate to be asked in your presentation or have answers ready when the store owner or manager asks. Tool 7B contains a list of possible questions store owners or managers may ask, and leaves room to prepare your responses. Additionally, Tool 9 contains a series of questions and answers that store owners and managers may ask. Finally, the fact sheets (see Tool 5) are structured around questions that store owners or managers should want to ask. Use these as a starting point to frame your answers in advance.
- A planned way to ask the store owner or manager to participate in the CCC program. This is the “close.” Ironically, one of the most common mistakes in “selling” is not to ask for “the sale.” Develop a strategy for asking the store owner or manager to participate in the CCC program. For chain stores in which decisions are made at regional or headquarter levels, the “close” should seek their cooperation in recommending the program and the process for making that request.
- There are a variety of possible approaches to “closing.” Have one or more ready when you are at this point in the selling process. Some commonly used options are:
  - ***The direct approach*** (e.g., Will you agree to have your store participate in this CCC program at this time?). Do not frame the question to evoke a definitive answer (e.g., Will you participate?) unless you are sure of the answer. Otherwise, there is no room for further negotiation. Instead, leave room to discuss it further (e.g., Why won’t you agree to have your store participate in the CCC program at this time?).
  - ***Make a positive statement and follow it with a request to participate*** (e.g., I really think this program would be good for your store and your customers. Can we proceed?).
  - ***Address a major concern and then offer a reason why the CCC program will solve it*** (e.g., “If I can show you how this program might increase your store’s sales and profits, will you participate?”).
  - ***Pose choices that assume the store is going to participate*** (e.g., Do you prefer to start the application process today or tomorrow when I can come back?).
  - ***Use a “standing room only” approach*** (e.g., “We will only have a limited number of stores in this area participating in the CCC program and we would like yours to be one of them. Would you like to have your store participating?”).
  - ***Offer an extra inducement*** (e.g., If you agree to participate at this time, I can help you fill out the application in just a few minutes while I am here.).

### ***Step Nine: Make the Presentation***

Plan to arrive at the store about 10 minutes before the scheduled meeting. Bring a Used Oil Collection Center Certification Application (CIWMB Form 29), a Recruiting Brochure, a set of customized fact sheets (see Tool 5), a laptop computer (if available) that is loaded with the Business Analysis Spreadsheet (see Tool 4), and any other information you feel is appropriate. Conduct your presentation as prepared in Step Eight.

If the store owner or manager agrees to participate, help her/him to at least start the application process while you are still in the store. This is very important since many “sales” are lost between the time the decision is made to “buy” and the actual “purchase” takes place. Therefore, minimize the gap between the decision and the filing of the application. Store owners and managers are busy, and this can get delayed to the point that they do not participate. Before you leave the store, be sure that the process is well under way or the form completed and submitted. If the application is not completed and submitted, follow up with the store owner or manager within the next two days to ensure that it is finalized.

If the store owner or manager does not agree to participate, ask for the reasons and counter each of those (see Tool 9). Then, use an appropriate “close” to again ask the store owner or manager to participate. If the store owner or manager still does not agree to participate, indicate you will contact her/him in the near future after she/he has had a chance to consider it further. Contact the owner or manager in about two weeks and ask for questions and then try a different “close.”

### ***Step Ten: Continue to Follow Up with the Store Owner or Manager***

When the store is approved to participate in the CCC program, contact the store owner or manager by telephone or in person to help her/him get the program established. Continue this follow-up every two weeks during the first three months, and then once a month or bi-monthly for the remainder of the first year. After the first year, follow-ups should occur at least every three months to ensure that the store is actively involved in encouraging recycling used oil. This can help to stimulate recycling and thereby make the CCC program more valuable to the store as it increases store traffic and sales. Ways to follow up with stores that participate in the CCC program are described in Tool 10.

# Tool 7B: Worksheet for Questions Automobile Parts Store Owners May Ask

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This tool contains a series of 20 questions that automobile parts store owners and managers may ask before or during a sales presentation. It is important for the jurisdiction to anticipate questions that may be asked and have answers prepared in advance of the meeting. This tool serves as a worksheet for identifying possible questions and developing appropriate answers. Sample answers are provided, but please note that each community will have specific information that is unique. Tool 9 also contains additional questions and comprehensive answers to issues or concerns that may be voiced by a potential participant in the program.

***What are the demographic characteristics of people who bring used oil to participating stores, and how well do they match the characteristics of my current customers?***

Answer: If you sell motor oil and filters, your store is a perfect match with your current customers and potential customers who need a place to recycle their used motor oil and filters.

(Add community-specific answer here):

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***How many people can I expect to have bringing in their used oil each week, and when do they usually come in to turn in their oil?***

Answer: An average used oil collection center will have about 25 people per week come in to recycle their oil and filters. Most of these people will come in on Friday, Saturday, and Sunday, and most will purchase new auto supplies while they are at your store.

(Add community-specific answer here):

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***What will it cost to participate in the CCC program?***

Answer: Participation is free. You can even make money from the program, because the average do-it-yourselfer (DIYer) oil changer will purchase \$60 of new auto supplies while in your store recycling used oil. The recycling incentive of 16 cents per gallon you collect from the program generally pays the oil hauling fees. You will need an oil storage tank (\$500–\$2,000); and may have to pay local hazardous waste generator permit fees. The tank and permit fees are often paid by your local used oil recycling program—ask the local recycling coordinator who provided this fact sheet for more information.

(Add community-specific answer here):

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***How much time will it take to collect used oil and have it removed from my premises?***

Answer: Most used oil collections from DIYers take less than four minutes. Used oil haulers will generally set up a collection schedule with you to empty your oil collection tank. Generally, tank-emptying takes less than 30 minutes once every two weeks.

***How do I dispose of the used oil and what will it cost?***

Answer: Contact a reputable used oil hauler by looking in the yellow pages, or ask your local recycling coordinator who picks up used oil in your area. Ask the hauler if they are licensed with the Department of Toxic Substances Control. Cost of collecting the oil is generally between 10 cents and 50 cents per gallon. You will be reimbursed for 16 cents per gallon through the collection program.

(Add community-specific answer here):

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***How much paperwork is involved in participating in the CCC program? How much time will it take?***

Answer: The initial three-page application takes 15 to 30 minutes to complete. Once per year (or calendar quarter, if you prefer) you will complete a one-page reimbursement claim form to receive the recycling incentive. You must keep records of your used oil hauling transport manifests and attach them to the claim form. You will be sent a renewal application once every two years—it is pre-printed with your business information, and if everything is current you only need to sign, date, and return the renewal application.

***What records do I have to keep, and for how long?***

Answer: Keep copies of your used oil hauling manifests and claim forms for three years.

***Will the state or local authorities be inspecting my store or doing any audits of my process for collecting used oil or receiving the incentive?***

Answer: The state does not inspect used oil collection centers. Your local hazardous waste authority may conduct brief annual inspections to be sure your oil tank has proper signage “Used Oil—Combustible” and that you are storing used oil properly. Additionally, your local recycling coordinator may visit periodically in a non-regulatory role to assist you with your used oil collection program.

(Add community-specific answer here):

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***How much training will my staff need to properly inspect and collect the used oil from customers, and have it ready to be taken by a used oil hauler?***

Answer: Minimal training. Our acceptance procedures state “Ask the customer if anything has been added to the used oil, such as gasoline, solvents, anti-freeze, paint, or other household products. If the customer says they have added a contaminant, do

not accept it. Examine the used oil to see if it has signs of layering, dirt or debris floating in it, or has an unusual color. If the used oil appears contaminated, do not accept it. Certified center employees must give any customer with contaminated used oil the location of the nearest facility that accepts contaminated used oil, or a telephone number of a local government agency that can help them dispose of it properly” (this contact information is provided in your center acceptance package).

***Do stores that participate in the CCC program have to hire additional staff to collect the used oil from customers?***

Answer: No. Used oil collection takes less than four minutes per DIYer.

***Who promotes used oil recycling to the public, and to what extent is it expected of stores that participate in the CCC program?***

Answer: You are required to advertise once every six months your oil collection services. However, most local programs will provide free advertising on your behalf, as part of their regular used oil recycling advertising and public outreach.

(Add community-specific answer here):

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***What support is available from the state and local jurisdictions to assist my store in collecting used oil and/or promoting recycling?***

Answer: Local used oil collection programs often provide assistance to your store in the form of special collection events, advertising, providing premium giveaways for your customers, and help with your paperwork.

(Add community-specific answer here):

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***Do people who turn in used oil buy anything from the stores at the time they bring in their used oil?***

Answer: Yes. Surveys show that the average DIYer who brings his oil and filters in your store will purchase \$60 worth of new auto supplies while recycling at your store.

***Can I make any profit by participating in the CCC program?***

Answer: Yes. An analysis of existing auto parts store CCCs indicate that due to DIYers coming into their store and then purchasing new auto supplies, revenues increase \$53,000 per year, of which more than \$19,000 per year is additional profit from being part of the CCC program.

***How big a problem is contaminated oil, and what do I do when customers bring contaminated oil to my store or leave it when the store is closed?***

Answer: In 2005, only four used oil drop-offs were contaminated, from the more than 5 million drop-offs of used oil that occurred. In the rare event of receiving contaminated oil, you will be reimbursed up to \$5,000 for the additional cost of disposing it (average cost of disposing contaminated oil is \$5 per gallon—which

covers all businesses with tanks less than 1,000 gallons in capacity). If used oil is left at your store when it is closed, examine the oil for signs of contamination (layering, off-color, debris). If it looks acceptable, simply treat it as normal used oil brought to your store. Keep in mind that used oil dropped off after hours is almost never contaminated—the DIYer who dropped off the oil went to the trouble to try to recycle the oil properly, indicating that if the DIYer had wanted to do the wrong thing with contaminated oil, he could have dumped it on the ground, curbside, or in the trash.

***How much of a problem will I have with people leaving used oil at my store after hours?***

(Add community-specific answer here):

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***Which other stores participate in the CCC program in my area?***

(Add community-specific answer here):

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***Why should my store participate in the CCC program?***

Answer: You will increase your profits, bring additional customers to your store, provide good customer service, and provide a needed community service.

(Add community-specific answer here):

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***What do I have to do if I want my store to participate in the CCC program?***

Answer: Simply complete the three-page application form included in the brochure “Used Oil Recycling Program Benefits to Your Business.” Application forms are also available from your local recycling coordinator and the CIWMB website at: <http://www.ciwmb.ca.gov/UsedOil/Forms/> (use Form 29 “Certification Application”).

***If I decide that participating in the CCC program is not good for my store, how to I discontinue participation?***

Answer: Simply notify the CIWMB Used Oil Program in writing through e-mail at [UsedOil@ciwmb.ca.gov](mailto:UsedOil@ciwmb.ca.gov), or by calling (916) 341-6457.



# Tool 8: Testimonials about Used Oil Recycling and the CCC Program

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This tool contains the results of surveys conducted as part of this overall project. The information in this tool can be used as testimonials from both people who change their own oil (do-it-yourselfers or DIYers) and owners and managers of automobile parts stores that participate in the Certified Collection Center (CCC) program. Additionally, the jurisdiction should solicit comments from owners and managers of automobile parts stores in its local area. Suggestions for doing so are provided later in this tool.

## ***Statements from Survey Respondents***

In 2005, the California Integrated Waste Management Board (CIWMB) commissioned California State University, Sacramento to conduct studies of people who change their own motor oil (do-it-yourselfers or “DIYers”), owners and managers of automobile parts stores that participate in the Certified Collection Center (CCC) program, and owners and managers of automobile parts stores that do not participate in the CCC program.

Each statewide study was conducted using generally accepted research practices. Telephone interviews were completed with 400 DIYers. Questionnaires were mailed to the 952 automobile parts stores that participate in the CCC program, and about 1,350 to stores that do not participate in the program. Responses were received from 87 stores that participate in the CCC program (9.1 percent) and 135 stores that do not (10.0 percent).

Results of these surveys serve as testimonials for participating in the CCC program. Responses from people throughout the State provide more objective incites into the value of the CCC program for prospective participants than would written statements from a more limited number of automobile parts store owners or managers.

DIYers indicated that they have demographic characteristics which make them attractive customers for automobile parts stores. While the demographic characteristics of DIYers will vary by the geographic area in which they reside, the largest groups of DIYers surveyed said that they:

- ***Are 21 to 50 years of age*** (77 percent). The approximate average age is 36 years.
- ***Had household incomes in 2004 of \$40,001 to \$75,000*** (64 percent). An additional 19 percent had incomes in excess of \$75,000, and the approximate average household income was \$59,025.
- ***Are Hispanic/Latino*** (51 percent). Additionally, about 10 percent each are African-American and Asian-American.
- ***Recycle the used oil from their automobiles*** (87 percent).
- ***Take their used oil to automobile parts stores*** (79 percent).
- ***Take their used oil to the stores where they shop for automotive supplies*** (72 percent).
- ***Spend about 3.7 minutes turning in used oil.*** This is supported by the fact that owners and managers of automobile parts stores report it takes 3.9 minutes.

- *Are satisfied with the convenience of the store's location for turning in used oil* (99 percent), *speed of turning in used oil* (98 percent), *staff competency in taking the used oil* (95 percent), and *staff courtesy* (94 percent). All of this suggests that turning in used oil at automobile parts stores is a positive experience for customers.
- *Spend about \$61 on an average visit to an automobile parts store.* Overall, more than 85 percent of the DIYers spend between \$26 and \$100 per visit.

Owners and managers who participate in the CCC program said that:

- *They have participated in the program for more than five years* (78 percent).
- *The CCC program brings in more than 25 customers per week to turn in used oil* (60 percent), *representing about 18 current customers and 7 new customers each week.* Based on DIYer statements as to their spending, this represents more than \$1,550 in potential additional sales each week.
- *The CCC program brings customers in more often* (67 percent), *brings in new customers* (64 percent), and *causes customers to spend more time in the store* (63 percent). All of this creates added opportunities for automobile parts stores to sell more merchandise to people who recycle their used oil.
- *An average customer spends nearly \$53 per visit.* Accordingly, DIYers spend about 15 percent more in automobile parts stores than do the stores' current customers.
- *It takes about 3.9 minutes to collect used oil from DIYers.* This is consistent with DIYer statements that it takes about 3.7 minutes to turn in used oil. Owners and managers of automobile parts stores report it takes 3.9 minutes. Based on the average number of people who turn in their used oil, this represents about 97 minutes per week.
- *They are satisfied with their participation in the CCC program* (80 percent). This helps explain why 78 percent of these owners and managers have participated in the CCC program for more than five years, and 97 percent have participated for at least three years.
- *They participate in the CCC program because it:*
  - *Provides a service to their customers* (79 percent).
  - *Brings in new customers* (66 percent).
  - *Increases sales of oil and oil filters* (58 percent).
  - *Brings current customers in more often* (56 percent).
  - *Enhances the store's image* (55 percent).
  - *Increases sales of products other than oil and oil filters* (54 percent).

## ***Suggestions for Obtaining Testimonials from Local Automobile Parts Store Owners and Managers***

To be most effective, the jurisdiction also should collect testimonials from some owners and managers of automobile parts stores in its community. Local testimonials can be adapted to immediate market conditions, and thereby are more relevant to owners and managers who do not participate in the CCC program. Additionally, if the person providing the testimonial is known in the community, this will provide additional credibility to the statewide statements shown previously. Similarly, the statewide

statements provide additional credibility to local testimonials by identifiable people.

Depending on who the jurisdiction is targeting to participate in the CCC program, it may want testimonials from a mix of owners and managers of independent and chain automobile parts stores, and to the extent possible from stores located in areas that are similar to those being targeted. Owners and managers who are reasonably well known in the community, and are considered good business people, would provide the most credibility.

To improve the likelihood of obtaining testimonials, approach owners or managers:

- Who collect considerable volumes of used oil. These are the ones who will have the most positive things to say, and can offer insights on how they make the CCC program profitable for their stores.
- Have participated in the program for less than one year, and for five or more years. This will provide a good mix of new and established participants. Targeted owners and managers will take some comfort in hearing positive comments from others who are relatively new to the program.
- During slow business periods shortly after times when considerable used oil is turned in (e.g., Tuesdays). This is when they will have the most time to consider the jurisdiction's request, and will remember used oil being turned in by DIYers.
- With samples of what the jurisdiction would like to have said about the CCC program should they be needed. Some owners and managers would prefer to make their own comments, while others will be receptive to putting their names to statements prepared for them. The jurisdiction should be prepared to accommodate either option.
- With an authorization form allowing the jurisdiction to use the testimonials in well-defined ways. Owners and managers will be hesitant to have their names used with statements without knowing how and when those statements will be used. This form should be prepared by the jurisdiction's legal counsel, but written in lay terms rather than legalese—and it should be no more than a paragraph in length.

While the jurisdiction will not be able to control the exact nature of the testimonial, to the extent possible, it should seek comments that focus on the business benefits of CCC participation and address concerns of those who do not participate. Testimonials could center on how the CCC program:

- Brings in current and new customers.
- Causes people to spend more time in the store and purchasing additional products.
- Takes a minimal amount of time and cost to collect used oil.
- Brings good publicity to the store.
- Is not messy in either the store or the back room.
- Does not result in more used oil left at the store after the store closes.

# Tool 9: Questions and Answers about the CCC Program for Automobile Parts Store Owners and Managers

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In making presentations to automobile parts store owners or managers, the jurisdiction needs to be prepared to respond to a variety of questions that are likely to arise. Being able to address these issues either in the initial presentation, or being ready to answer them immediately, is essential to attracting new stores to the program.

This tool most likely will be used in preparing the sales presentation (see Tool 7, Step Eight), overcoming objections to agreeing to participate in the Certified Collection Center (CCC) program (see Tool 7, Step Nine). It is presented as a separate tool because it also can be used on its own or in conjunction with the fact sheets (see Tool 5, fact sheets titled “How to Promote Your Participation in the CCC Program” and “How to Benefit From Participating in the CCC Program.”

Listed below are a series of questions that owners/managers may ask, and below each are possible answers the jurisdiction may provide. The jurisdiction should, of course, tailor the answers to their individual circumstances. The questions are organized into three categories: Preliminary Issues about the Program, Getting Started in the Program, and Operating the Program.

## ***Preliminary Issues about the Program***

1. ***What is needed in terms of physical space and configuration in the front-end (i.e., showroom)?***

Answer: Only enough wall or window space (1.5 x 2 ft) to post a used oil collection center sign so that it is visible to the general public from the street.

2. ***What is needed in terms of physical space and configuration in the back room?***

Answer: Enough room to hold an oil tank and allow access for the oil hauler to vacuum-empty the tank. A common tank size, 200 gallons double-walled, will generally take up 3 feet by 6 feet of floor space. Oil filters can fit into a standard 55-gallon drum.

3. ***What equipment will the store need to have, and how can that be acquired?***

Answer: Your store will need a storage tank to hold the used oil that it collects. In some cases, local jurisdictions have used oil grant funds that may be available to help purchase the tanks. Stores that collect oil filters will also need a separate drum for storing the filters.

4. ***What recordkeeping and other requirements, if any, are there for automobile parts stores that participate in the CCC program?***

Answer: Recordkeeping and paperwork is minimal. Your store will have to apply to become a certified collection center by completing a simple 3-page form, and it will have to maintain records for three years of the used oil it collects by keeping the transport manifest given by the used oil hauler. Centers may keep an optional oil

collection log filled in by people bringing in their used oil. The forms for applying to participate in this program and the form for keeping record of used oil collection are available at the CIWMB's website: at: <http://www.ciwmb.ca.gov/usedoil/Forms/>.

Additional requirements are minimal:

- Post collection center sign so that it's visible from the street.
- Accept used oil from the public.
- Verbally offer the 16 cents per gallon recycling incentive to people bringing in used oil. You are under no obligation to make them accept the incentive fee, and historically, very few people have accepted it.

**5. *How many people can my store expect to have bringing in used oil during an average week?***

Answer: The number of customers who bring in used oil will vary depending on the extent to which your store promotes the program and how many other collection sites are available in your area. A study conducted for the CIWMB of automobile parts stores that participate in the CCC program found that an average store had 25.5 customers per week bring in used oil. Of those, about 72 percent were existing customers of the store, which indicates that this is a good service for your customers, and by participating in the CCC program you are not forcing them to take their used oil to other automobile parts stores that participate in the program or to other collection facilities.

**6. *What evidence is there that automobile parts stores benefit from participating in the CCC program?***

Answer: A study conducted for the CIWMB of automobile parts stores shows that the average DIYer who brought oil into an auto parts collection center spent \$60 while at the store. The study also showed that more than 77 percent of the stores in the collection center program have participated for more than five years. If they did not find it beneficial, or at least not especially burdensome, they probably would not have participated for that long of a period. Additionally, 65 percent of the study's respondents indicated that participating in the program brought in new customers, 57 percent said it increased the sales of oil and filters, 56 percent thought it brought customers in more often, and 54 percent said it increased sales of products other than oil and filters. Overall, 80 percent of the respondents to the study indicated they were satisfied with participating in the program, compared to only 9 percent who were dissatisfied.

**7. *How can my store estimate the costs and benefits of participating in the CCC program?***

Answer: The CIWMB has commissioned the creation of a spreadsheet that will allow you to estimate the costs and benefits of participating in the CCC program. You will only need to provide 17 pieces of information to make this analysis. Data from the survey of automobile parts stores that participate in the program already is loaded into the spreadsheet, so you can either use that information, or adjust some or all of it to your particular situation.

**8. *What promotional support will be provided to encourage people to bring their used oil to my store or automobile parts stores in general?***

Answer: The CIWMB provides signage for use by automobile parts stores that participate in the CCC program. Examples of these signs can be found at: <http://www.ciwmb.ca.gov/usedoil/certcenters/Signage.htm>. Additionally, most local used oil collection programs advertise frequently on behalf of their collection centers, listing your business by name and address.

**9. *What resources are available locally and through the state to assist my store in participating effectively in the CCC program?***

Answer: The CIWMB maintains a website for certified collection centers <http://www.ciwmb.ca.gov/usedoil/certcenters/default.htm> which provides links to how to become a CCC, operating procedures and guidelines, claiming incentive payments for participating in the program, forms, and additional resources that include signage and graphics. Information also is available on a wide variety of topics, including CIWMB publications (<http://www.ciwmb.ca.gov/Publications/default.asp?cat=17>) on used oil, statutes and regulations (<http://www.ciwmb.ca.gov/HHW/StatREgs.htm>); procedures to prevent the acceptance of contaminated used motor oil (<http://www.ciwmb.ca.gov/usedoil/Handling/Contaminated/Procedures.htm>); and where to obtain lists of used oil haulers (<http://www.dtsc.ca.gov/database/Transporters/Trans000.cfm>). All of these resources are designed to assist participants in the CCC program.

**10. *Who else in my area participates in the CCC program, and will my store be competing with them for customers who recycle their used oil?***

Answer: At this time, there are approximately \_\_\_\_ other automobile parts stores in your Zip code area that participate in the CCC program. To some extent, these stores compete for do-it-yourselfers who change their own oil. However, according to a study of these stores conducted for the CIWMB, about 72 percent of all people who turn in used oil are customers of the stores to which they take their used oil. The implication is that if your store does not participate in the CCC program, there is a good chance that your customers will go to other stores to turn in their used oil—increasing your risk of losing their patronage. Additionally, if more automobile parts stores participate in the CCC program, and promote their involvement with the program, it gets the message out that recycling is the right and easy thing to do. This should increase the number of people overall who change their own oil and turn it into a CCC rather than disposing of the oil illegally. In effect, it expands the market for used oil redemption.

## ***Getting Started in the Program***

**1. *How does the store apply to become a certified collection center?***

Answer: The form your store will need to complete can be obtained through the CIWMB website at: <http://www.ciwmb.ca.gov/UsedOil/Forms/>. Use the form titled “Certification Application.” The 3-page form generally takes less than 15 minutes to complete.

If you do not already have a hazardous waste generator number, you will also need to

apply for one from the Department of Toxic Substances Control (DTSC). Go to its website at [www.dtsc.ca.gov](http://www.dtsc.ca.gov).

Follow links to: Publications and Forms; then Publications Index; then click on the “EPA ID” fact sheet, and follow the directions. If your only hazardous waste is used oil, you need only a California EPA ID number. Complete DTSC Form 1358 located on the website on the Publications and Forms link.

Local governments may also require a hazardous waste generator permit—contact your city or county Environmental Health Department of Hazardous Waste Department for local requirements.

**2. *What is the process for approving my store to be a certified collection center?***

Answer: Once you complete and submit the Certification Application, your application will be reviewed for completeness by the CIWMB Board.

**3. *How long does it take to become a certified collection center?***

Answer: Applications are generally approved within one month. You will receive a collection center sign, and an acceptance packet containing all the necessary program information and forms you may need in the future (e.g., payment claim forms, etc.).

**4. *Who does my store contact if it has questions about the process of becoming a certified collection center?***

Answer: Call the CIWMB staff help line at (916) 341-6457, or e-mail [UsedOil@ciwmb.ca.gov](mailto:UsedOil@ciwmb.ca.gov).

**5. *How does the store identify used oil haulers and set up a collection program with one of them?***

Answer: Used oil haulers must be registered with the California Department of Toxic Substances Control (DTSC). You can identify hazardous waste transporters by going to the DTSC website: <http://www.dtsc.ca.gov/database/Transporters/Trans000.cfm> and search by city or county.

**6. *What does my store have to do to be compensated for the used oil it collects?***

Answer: Your store will have to complete a recycling incentive reimbursement claim form to receive payment. The procedure for doing so is on the CIWMB website: <http://www.ciwmb.ca.gov/usedoil/Claims/> and the claim form is on the website under forms: <http://www.ciwmb.ca.gov/usedoil/Forms/>. It generally takes about eight to ten weeks to receive the incentive payment.

**7. *What problems do automobile parts stores have in getting started in the program, and how can they be avoided or minimized?***

Answer: The most common error is sending in an incomplete application. Keep in mind that the “Site” information refers to the physical site where oil is collected, while “Operator” information refers to the owner/operator who receives the paperwork and payment claims. If the business is a corporation, be sure to list the corporation name exactly as filed with the California Secretary of State’s office. Also, be sure to fill in the oil tank capacity on the application. It is acceptable to estimate the tank size if it has not been purchased yet.

Be sure to have an oil tank with enough capacity to handle the oil brought into your store. A 185 to 250 gallon tank is sufficient for most centers. Be aware that used oil haulers cannot legally pick up your oil unless you have an EPA ID number (i.e., hazardous waste generator number) issued by DTSC.

**8. *What resources are available locally and from the state to get started as a CCC program participant?***

Answer: Resources at the local level include \_\_\_\_\_.  
State resources are described on the CIWMB website:  
<http://www.ciwmb.ca.gov/usedoil/certcenters/default.htm>.

**9. *What happens if the store decides to discontinue participation in the CCC program?***

Answer: Simply notify CIWMB by phone (916) 341-6457 or in writing (e-mail [UsedOilHHW@ciwmb.ca.gov](mailto:UsedOilHHW@ciwmb.ca.gov)) with a brief explanation of why you are discontinuing.

## ***Operating the Program***

**1. *When do people typically bring in used oil in an average week?***

Answer: According to the survey of automobile parts stores that participate in the CCC program, the single most common day is Saturday (64 percent of the respondents mentioned this day), and to a much lesser extent Sunday (22 percent of the respondents), and Friday (17 percent of the respondents). About 24 percent of the respondents indicated that there is no particular day. These results suggest that your store is likely to get the bulk of the do-it-yourselfer's oil on Friday through Sunday.

**2. *How should my store schedule staff to collect the used oil from customers?***

Answer: According to the survey of automobile parts stores that participate in the CCC program, the most common days for people to turn in used oil are Saturday, Sunday, and Friday. Relatively few turn in used oil on Mondays through Wednesdays. Since the average store has 25.5 customers per week turning in used oil, and the average amount of time is 3.9 minutes to collect the oil, this averages just over 1.5 hours per week (96 minutes). Therefore, you may not have to adjust your staffing schedule at all to accommodate these people. However, if you do, the likely day is Saturday.

**3. *What are the procedures for collecting used oil?***

Answer: The main responsibilities of operators of certified collection centers are listed below:

- Accept used oil from the public at no charge, and offer them the 16 cents per gallon recycling incentive. You are under no obligation to make them accept this incentive, and historically most people have not accepted it.
- Display a CIWMB Certified Used Oil Collection Center sign, which will be sent to you free of charge after you have been accepted as a center.
- Accept no more than 55 gallons per person per shipment. Your store may set lower daily limits, but not to be less than 5 gallons per person per day.



- Maintain written procedures telling employees how to prevent the acceptance of contaminated used oil. These procedures are provided to you in your acceptance packet, and they are also available on the CIWMB website at: <http://www.ciwmb.ca.gov/usedoil/Handling/Contaminated/Procedures.htm>. Used oil can be brought in any clean container or oil bottle, and there is no requirement to use any “approved” container. For example, a plastic milk jug, rinsed and dried, is an acceptable container for used oil.
- Refer persons who have used oil suspected of being contaminated to their local environmental health or public works office. A contact list is provided to you in your certified center acceptance packet, and a list is also available on the CIWMB website at: <http://www.ciwmb.ca.gov/usedoil/Handling/Contaminated/WhereToTake.htm>
- Advertise at least once every six months in the general media indicating that your store accepts used oil and pays the recycling incentive. Your local government used oil collection program may complete this requirement on your behalf.

**4. *What are the procedures for being compensated for the used oil my store collects?***

Answer: Your store completes a recycling incentive reimbursement claim form to receive payment. The procedure for doing so is included in your acceptance packet, and is on the CIWMB’s website: <http://www.ciwmb.ca.gov/usedoil/Claims/>. The claim form is on the website under forms: <http://www.ciwmb.ca.gov/usedoil/Forms/>. It takes about eight to ten weeks to receive the incentive. Claims can be submitted quarterly if desired, but you can submit just one claim per year.

**5. *How does the store ensure that it is not collecting contaminated oil?***

Answer: Contaminated oil is rare. During 2005, more than 5 million gallons of used oil were brought into collection centers, with only four incidents of contamination. Most DIYers do not intentionally mix their used oil with anything else, and most collection centers have never had a single incidence of contaminated oil. In the rare event contaminated oil is brought in, there are a few things you can do to screen it: Ask the customer if anything has been added to the used oil, and examine the oil for signs of layering, debris, or unusual color or odor. It also is recommended that the store post signs to remind employees and customers not to mix anything with used oil or pour contaminated oil into storage tanks. Signs can be downloaded from the CIWMB website: <http://ciwmb.ca.gov/usedoil/certcenters/Signage.htm> . Steps to avoid accepting contaminated oil are also posted on the website at: <http://www.ciwmb.ca.gov/usedoil/Handling/Contaminated/Procedures.htm> .

**6. *What are the procedures for dealing with used oil that is contaminated?***

Answer: The store should not accept contaminated oil. Instead, it must give the location of the nearest facility where the contaminated oil can be disposed of properly. This can be found at the following website: <http://www.ciwmb.ca.gov/usedoil/Handling/Contaminated/WhereToTake.htm>

You can also ask your local used oil recycling program for quick-detection color strips (e.g., Clor-D-Tect®) to identify oil suspected of contamination.

In the rare event of accepting contaminated oil, as a certified collection center, you are entitled to an indemnification of up to \$5,000 per year to pay for the extra cost of

hauling away contaminated oil. The average cost of hauling away contaminated oil is about \$5 per gallon.

**7. *How should the store promote the CCC program?***

Answer: Your store is required to display the official sign indicating that it is a certified collection center. This sign is sent free of charge to all new collection centers. Advertising may be done on your behalf by your local used oil recycling program.

Additional signs are also available upon request for internal signage. Signs near the place where used oil is collected, and signs near the places where new oil and oil filters are stocked can be helpful.

It also is advisable to include the fact that your store is a certified collection center in its regular promotion. Based on a survey of automobile parts stores that participate in the program, over half believe this enhances the store's image in its community and brings in new customers. All of this promotion will help increase the likelihood that your current customers will bring their used oil to your store rather than go elsewhere, and bring them in more often. Furthermore, it can enhance your store's image and possibly attract new customers.

**8. *Will my store be subject to government inspection because it is an oil collection center?***

Answer: The State does not inspect oil collection centers. Your local used oil recycling program may visit two or three times a year to make sure your collection center sign is still up and to assist you with the program requirements.

Your local hazardous waste agency may conduct annual inspections at their discretion to be sure your used oil tank is properly labeled "Used Oil—Hazardous Waste", to be sure you have a "No Smoking" sign posted near the oil tank, and to ensure that a fire extinguisher is located near the tank. You will be notified of any local requirements when you apply for a hazardous waste generator permit with your city or county.

**9. *Who does the store contact if it has questions or problems with the CCC program?***

Answer: Contact your local used oil recycling coordinator, or ask for the State's regional representative by contacting (916) 341-6457 or [UsedOil@ciwmb.ca.gov](mailto:UsedOil@ciwmb.ca.gov).

**10. *What problems do automobile parts stores have in operating the program, and how can they be avoided or minimized?***

Answer: According to the survey of automobile parts stores that participate in the CCC program, the main problems appear to:

- People bring oil in the wrong container.
- People drop off used oil when the store is closed.
- People bring in contaminated oil.
- People do not know how to turn in used oil.

All of these problems can be mitigated with consumer education as to the right methods for turning in used oil and preventing its becoming contaminated.

***11. What can my store do to benefit from the increased traffic that participation in the program might bring?***

Answer: Bringing customers into your store is a critical element of successful retailing. However, special efforts need to be made to serve their needs once they arrive. To maximize the benefits of increased store traffic, whether it be from current customers coming in more often or new customers bringing in their used oil:

- Train your staff to collect the used oil quickly and efficiently. Accordingly to studies conducted for the CIWMB, the average time is less than four minutes per customer.
- Ensure that your staff is friendly and appreciative of a customer's bringing in the oil, rather than acting like the store is doing the customer a favor.
- Ask customers if they need new oil and filters, and show them where these products can be found.
- Ask customers if they have needs for other products that go along with "do-it-yourself" automobile maintenance and repair (e.g., windshield cleaner, transmission fluid, brake fluid, towels, funnels, etc.).
- Ask customers if they knew about some of the more attractive sale items or specials that are being offered by the store. While your store may not want to emphasize sale items, it is a way to build rapport with the customer.
- Place some high margin items near the place where used oil is collected. These should be relatively small in size and the displays should be changed about every two to three months. These items attract attention and tend to increase store sales and profits.
- Place impulse items near the area in which the used oil is collected. Impulse items are those that consumers do not think about purchasing until they see them in a store. Typically, these carry higher profit margins. The types of merchandise that is stocked near cash registers in most well merchandised stores are what should be located in smaller quantities by the place where used oil is collected.

# Tool 10: Following Up with Automobile Parts Store Owners and Managers

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This tool contains information on how to follow up with automobile parts stores that do and do not participate in the Certified Collection Center (CCC) program. It provides ways to follow up and possible topics for generating two-way communication with store owners and managers.

Modern marketing programs recognize that the “selling” process does not end either after an unsuccessful presentation has been made or a “sale” has been completed. It extends well beyond this time to ensure that people who have not been “sold” are given another opportunity to reconsider their decision, and that people who have been “sold” are satisfied with their decision and what they have “purchased.” The follow-up, therefore, is a very significant part of what separates modern approaches to marketing from those of the previous century.

For automobile parts stores that do not join the program after the sales presentation, you should follow-up with the owner or manager in about two weeks and ask for questions and then try a different “close” than was used in the sales presentation. Occasionally, it takes a little time for store owner or manager to review the materials given to her/him and make a decision.

As indicated in Tool 7 (The Selling Process), follow-up should continue even when store owners or managers agree to participate in the CCC program. This follow-up should occur every two weeks during the first three months the store is in the program, and then once a month or bi-monthly for the remainder of the first year. After the first year, follow-ups should occur at least every three months to ensure that the store is actively involved in encouraging the recycling of used oil.

## ***The Value of Following Up***

Accordingly, the “selling” process to bring additional automobile parts stores into the CCC program requires follow-up on the part of the jurisdiction’s staff. Whether a store agrees to participate or not, periodic contact is what can ultimately determine the success of the program.

There are numerous reasons for following up with the owner or manager of an automobile parts store that is participating in the CCC program:

- It keeps the recycling program in front of the store owner or manager. This helps ensure that the program is receiving the attention it needs in terms of internal and external promotional support, staff training to collect used oil, and staff training for maximizing the opportunities where appropriate to sell additional merchandise to people who turn in used oil.
- It helps ensure that any problems the owner or manager is having with the program are addressed before they become unmanageable. At times, stores may have difficulties with paperwork or recordkeeping, haulers not transporting the collected used oil, and/or the issues identified by owners and managers in the survey of participating automobile parts stores (e.g., used oil dropped off when the store is closed, mess created in the store or backroom, people bringing in contaminated oil). Maintaining contact with the store owner or manager can identify these problems

early, and you can try to resolve them before the store terminates its participation in the CCC program.

- It creates opportunities to find new approaches to promoting and collecting used oil more effectively. Owners and managers who participate in the CCC program often have insights into how the process can be improved. The most progressive and competent owners and managers adapt their operations to maximize success. In doing so, they may develop better ways to promote the program inside or outside the store, find ways to collect used oil more efficiently, and/or create better ways of selling complementary items when people come into the store to turn in used oil. Good follow-up techniques will identify the activities that work best and do not work well. Then, this information can be shared with other owners and managers who participate in the CCC program. Information sharing is one of the most important elements of the follow-up process.

### ***Methods for Following Up with Automobile Parts Stores***

There are a variety of means for following up with automobile parts stores, and not all owners and managers will prefer any particular method. While there is no single best method for maintaining communication links between the jurisdiction and automobile parts stores, they all have the same general attributes in that they:

- Occur frequently without being overly invasive or annoying to the store's owner or manager.
- Gain the attention of the store's owner or manager. Some methods are used to such a great extent to communicate with people that messages sent in these ways become buried in the masses and are never seen or heard.
- Are participative in creating interaction between the store's owner or manager and the jurisdiction's staff. This makes the communication two-way rather than one-way and helps develop relationships over the long term.
- Are cost-effective. Methods that are easy to use in that they do not take excessive staff time and are not expensive are most desirable. However, a "cheap" method that does not get through to the store's owner or manager, or irritates that person, becomes an "expensive" method because it is not effective. Accordingly, ease and costs must be considered in relation to how effective the method of communicating with store owners and managers will be.

Commonly used methods for communicating with owners and managers of retail businesses are:

- Postal mail
- Electronic mail (e-mail)
- Telephone call
- Site visit
- Jurisdiction website

Advantages and disadvantages of each approach are shown in Table 6.

**Table 6: Communication Methods—Advantages and Disadvantages**

<b>POSTAL MAIL</b>	
<b>Advantages</b>	<b>Disadvantages</b>
-Low cost per unit	-Often discarded without being opened
-Easy to use with prepared mailing list	-Cost of high quality printing/graphics
-Can send more material	-Not interactive
-Non-invasive on recipient's time	-Staff time to fold and insert material
	-Not as fast as some other methods
<b>ELECTRONIC MAIL</b>	
<b>Advantages</b>	<b>Disadvantages</b>
-Low cost to send	-Hard to maintain accurate addresses
-Easy to use with address book	-Recipient has to download material
-Can be interactive	-Hard to get through all the spam
-Fast	
<b>TELEPHONE CALL</b>	
<b>Advantages</b>	<b>Disadvantages</b>
-Highly interactive	-Time it takes to make calls
-Can readily explore issues	-Must train staff to make effective calls
-Can adapt to individuals	-Recipients are hard to reach
-Easier for developing relationships	-Can be invasive of recipient's time
	-Limited amount of time on the telephone
<b>SITE VISIT</b>	
<b>Advantages</b>	<b>Disadvantages</b>
-Highly interactive	-Time it takes to make visits
-Can readily explore issues	-Travel costs
-Can adapt to individuals	-Must train staff to conduct meetings
-Best for developing relationships	-Difficulties scheduling meeting dates/times
	-Can be invasive of recipient's time
<b>WEBSITE</b>	
<b>Advantages</b>	<b>Disadvantages</b>
-Easy to insert information on the site	-Hard to get recipient to website
-Low cost to maintain	-Recipient has to take the initiative
-Can include large amount of material	-Usually not participative/interactive
-Not invasive of recipient's time	-Have to navigate website to location

### ***Possible Communication Topics***

To make communication with owners and managers of the automobile parts stores more interactive, the jurisdiction should provide and request information. This not only gets the store owner or manager more involved in the communication, but it can be a means for collecting useful information for improving the CCC program based on participant's

experiences and insights.

The information the jurisdiction provides owners and managers should be “useable” in helping them to operate the CCC program more efficiently and profitably. Simply telling them how great the program is will be of little value, and runs the risk of annoying busy owners and managers. Types of information to provide owners and managers include:

- Changes in procedures in the program (receiving the incentive, promoting the program, etc.)
- How, where, and when the jurisdiction will be promoting the CCC program on behalf of recycling centers in general and automobile parts stores in particular.
- Updates on tools available from the jurisdiction or the CIWMB (e.g., new signs).
- Suggestions for increasing the number of people who will recycle their used oil.
- Suggestions for attracting people who turn in their used oil at automobile parts stores.
- Suggestions for selling complementary products to people who bring in used oil.
- Answers to common problems experienced by participants in the CCC program.
- Fact sheets on the program (see Tool 5).
- Stories/testimonials from owners or managers on how they increase store profits by participating in the CCC program (i.e., human interest stories on program successes).
- Economic analyses of the profitability of participating in the program based on updated operating data from the stores (see Tool 4).

By asking questions of owners and managers and soliciting their responses, the jurisdiction can initiate an interactive approach to following up with them. Additionally, answers to the questions can form the basis for future communication. Types of questions to ask owners and managers include:

- How many people turn in used oil on a weekly basis? Has this number increased, remained the same, or declined?
- How much used oil is turned in on a weekly basis? Has this amount increased, remained the same, or declined on a per-person basis?
- How does your store promote participation in the CCC program, and what promotional techniques and messages appear to work best? Which do not work well?
- What questions do you have about how to operate the CCC program more effectively?
- What suggestions do you have for other owners and managers whose stores participate in the CCC program on how to make operations more efficient?
- What problems has your store experienced with the CCC program, and how do you think they could be resolved?
- What could the jurisdiction or the CIWMB do to make the program easier and better for automobile parts stores?

# Tool 11: A Template for Store Procedures for Accepting Used Oil from a Customer

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This tool contains a template automobile parts store owners and managers can use to create a set of procedures for staff to use when collecting used oil. Following store procedures ensures that the used oil is collected properly and customers are treated with a desired level of service.

This template is a draft that store owners and managers can use to create their own procedures. The jurisdiction can offer this to store owners and managers as a means of assisting them to get started with the Certified Collection Center (CCC) program.

## ***SAMPLE: Procedures for Accepting Used Oil from a Customer***

It is essential that our customers receive courteous and efficient service from our staff when they are turning in their used oil, and a high level of service for any other automotive products they may need.

A survey of people who change their own motor oil found that what they expect from a store that accepts used oil is a staff who:

- Is courteous.
- Takes the oil quickly.
- Does not act too busy to assist them.
- Acts like they appreciate their turning in the used oil at the store.
- As needed, can assist them in bringing the oil into the store.

All of these are simply elements of good service that customers should expect and receive when in our store.

It is important for our staff to understand that many people who bring in used oil are our current customers, and those who are not represent a desirable group that our store wants to convert into regular customers. Accordingly, they are to be treated the same level of respect and service that is given to all of our customers.

Our store considers the process of collecting used oil to consist of three-stages: taking the used oil from the customer, depositing the used oil into our storage tank, and assisting the customer to make other purchases while in the store.

The procedures that staff should use when collecting used oil are listed below:

1. Upon arrival, thank the customer for bringing in the used oil.
2. Ask the customer if she/he has more used oil in her/his car; and if so, if she/he needs assistance with bringing in the rest of the oil.
3. If the customer does not bring in a used oil filter, ask her/him if she/he has a filter to turn in. If the customer does not, remind her/him that our store accepts used oil



filters as well.

4. Check the container and tell the customer that the store sells containers that are easy to use and handle for transporting used oil. Show the container to the customer and ask if she/he would like to purchase one.
5. Check the used oil to determine if it is contaminated:
  - a. Ask the customer if anything has been added to the used oil, such as gasoline, solvents, antifreeze, paint, or other household products. If the customer says they have added a contaminant, do not accept it.
  - b. Examine the used oil to see if it has signs of layering, dirt or debris floating in it, or has an unusual color or odor. If the used oil appears contaminated, do not accept it.
6. If the oil is contaminated, tell her/him that the store cannot accept oil that is contaminated. For future reference, tell the customer that she/he should not mix anything with used oil or pour used oil into containers that have residues in them. Give the customer the name and telephone number of the local government agency that helps with contaminated oil issues (\_\_\_\_\_) Also, the nearest location that accepts contaminated oil can be found quickly by accessing the 1-800 Cleanup website at [www.cleanup.org](http://www.cleanup.org).
7. Accept no more than 55 gallons per person per shipment in a container no larger than 55 gallons. If the customer has more than 55 gallons, tell her/him that she/he can take the extra oil to: \_\_\_\_\_, or bring the extra amount back the next day. The store can set a lower maximum limit for accepting used oil, but not less than 5 gallons per drop-off.
8. Offer the customer 16 cents per gallon of used oil as the recycling incentive. Another option if the store does not want to handle petty cash is to offer the customer a coupon redeemable for merchandise at your store, worth double the cash incentive (\$0.32 per gallon of oil). If the customer wants the money, use the following procedures for issuing the customer a receipt she/he can claim at the check-out counter (OR: use the following procedures for taking the funds from your cash register, OR issuing coupons):  
  
\_\_\_\_\_
9. After you have paid the customer, tell her/him about specials available at the store or other products she/he may be interested in purchasing. A list of these items will be posted weekly at the place where you collect the used oil from the customer. Offer to show the customer where these products are. If there are other customers in line, call for another staff member to show the customer around the store.
10. Ask the customer if she/he wants her/his container back. If she/he does want the container, pour the oil into the storage tank and give the container back to the customer after wiping it off so no oil will drip on the customer or in the store.
11. Thank the customer again for bringing in the used oil. If the customer does not want the container, pour the used oil into the storage tank and dispose of the container by recycling it or placing in the trash (the empty container is not hazardous waste).



**Appendix A:**

**Survey of California Consumers  
Who Change Their Own Motor  
Oil**

## **Appendix A Introduction: Survey of California Consumers Who Change Their Own Motor Oil**

In August 2004, the California Integrated Waste Management Board (CIWMB, Board) contracted with the California State University Sacramento Foundation to assist the Board in preparing various materials that could be used by local jurisdictions to increase the number of automobile parts stores that participate in the Used Oil Certified Collection Center (CCC) program. The author of this report is Dennis H. Tootelian, Ph.D.

The objectives for this project were to help the Board meet this goal by:

- Identifying the barriers to maximal used oil collection and the strategies to overcome these barriers.
- Conducting a cost-benefit analysis of auto part participation in the CCC program and providing the results to grantees for the purpose of recruiting more auto parts stores as CCCs.
- Developing an Auto Parts Store CCC recruitment guide and marketing materials for grantees to use to enroll more auto parts stores in the CCC program.
- Developing a training manual that local governments can use to educate CCC staff about best customer service practices when collecting used oil from the public.

The entire project contained nine tasks:

- Task 1: Work Plan.
- Task 2: Survey Existing CCC Managers and Non-CCC Auto Parts Store Managers.
- Task 3: Random Surveys of DIYers (Do-it-yourselfers).
- Task 4: Conduct a Cost-Benefit Study of Auto Parts Store Participation in the CCC Program.
- Task 5: Develop a CCC Recruitment Guide and Marketing Materials for use by Local Jurisdictions in Recruiting Auto Parts Stores into the CCC Program.
- Task 6: Pilot-test the Auto Parts Store Recruitment Guide with 2 Local Jurisdictions.
- Task 7: Disseminate Recruitment Guide and Marketing Materials to Used Oil Block Grantees and Outline Pilot Test Results.
- Task 8: Develop a Guidance Brochure of “Sound Management Practices for Oil Collection by CCC Managers/Employees.”
- Task 9: Provide a Complete Final Report to the Board Evaluating Task Completion, Goal Achievement, and Including Masters of All Materials Developed by the Contractor.

This report section is the final product for Task 3 of the Project: Random Survey of DIYers. The objectives of the survey were to assess:

- How DIYers dispose of their used oil.

- How DIYers who do not use curbside recycling or collection centers dispose of their used oil, their reasons for not recycling their used oil, and what could be done to cause them to take their used oil to automobile parts stores that participate in the CCC program.
- Whether DIYers have tried to turn in their used oil at an automobile parts store but were not allowed to do so, the reasons they could not turn in their used oil, and what they do with the used oil.
- Where DIYers take their used oil for recycling.
- Among DIYers who recycle their used oil but do not go to an automobile parts store that participates in the CCC program, why they go elsewhere, and what could cause them to go to automobile parts stores.
- Among DIYers who take their used oil to automobile parts stores that participate in the CCC program, how did they find the stores, why they go there, and how long it takes to turn in their used oil.
- Among DIYers who take their used oil to automobile parts stores that participate in the CCC program, how satisfied they are with the service they receive at the stores, what problems they experience when taking their used oil to automobile parts stores, and what could be done to make their experience in taking their used oil to automobile parts stores more enjoyable.
- How often DIYers go to automobile parts stores and how much they spend during an average visit to these stores.

## **Methodology for the Study**

The methodology for this survey conformed to generally accepted research practices. Adjustments in the methodology needed to achieve normal time and cost constraints were not considered significant.

### ***Population for the Study***

The population for this study was defined to be DIYers residing in California. To better identify these individuals, a list was purchased from a national mailing list company. This helped identify people who either worked on their own cars or purchased products/services for their cars. From this, the questionnaire screened individuals to allow only those who personally change the oil in their automobile(s) participate in the survey.

### ***Research Design***

Given the nature of the study, a telephone survey was considered to be the most appropriate research design. Telephone interviews can be conducted in a reasonably short period of time across a wide geographic area. This reduces the risk of extraneous events occurring during the data collection process which could adversely affect the quality of the information obtained. Telephone surveys also achieve a high response rate, and thereby minimize potential non-response bias.

Additionally, this method allows the interviewer to provide a limited amount of explanation of the questions in the event that respondents do not have a good command

of the English language. Finally, telephone surveys can be conducted in a cost-effective manner, and are especially suitable for a relatively short questionnaire.

## **Survey Plan**

A systematic random sampling plan was used to select respondents for the survey. Initially, five geographic regions in California were identified that broadly provide a strong representation of the State's overall population: San Francisco Bay Area, Central Valley, Central Coast, Los Angeles, and San Diego. These geographic regions contain more than 25 percent of California's total population.

Specific cities within each region were then selected for interviewing to provide a cross-section of the population of the State. Selected cities are listed below:

- San Francisco Bay Area
  - Hayward
  - Oakland
  - San Jose
- Central Valley
  - Bakersfield
  - Fresno
  - Sacramento
  - Stockton
- Central Coast
  - Salinas
  - Santa Maria
  - Watsonville
- Los Angeles
  - Los Angeles
- San Diego
  - San Diego

Individuals to be interviewed in each region were randomly selected from the purchased list. The number of interviews conducted in each region was:

- |                           |     |
|---------------------------|-----|
| ➤ San Francisco Bay Area: | 100 |
| ➤ Central Valley:         | 70  |
| ➤ Central Coast:          | 20  |
| ➤ Los Angeles:            | 155 |
| ➤ San Diego:              | 55  |

## **Questionnaires for the Survey**

Because it was not possible to fully identify DIYers from purchased lists, the questionnaire started with a screening question. This asked whether the individual personally changes the oil in her/his own automobile. If the individual answered “no,” the interview was terminated and this was not considered to be a completed interview for purposes of this survey.

Subsequently, the questionnaire focused on the eight issues identified in the Introduction section of this Summary Report. Additionally, questions related to the respondent’s demographic characteristics. Overall, the questionnaire contained twenty-nine questions. However, because some were multi-part, respondents were asked to answer a total of 32 questions. A copy of the questionnaire is presented at the end of this Appendix.

## **Caveats**

The results of any research should be used with caution and at the reader’s own discretion. Every study, no matter how well constructed, contains the possibility of some degree of error. Accordingly, the reader assumes sole responsibility for the use of this information.

## **Findings of the Study**

The survey was conducted in June and July, 2005. To determine the error level of the study, standard deviations for most questions were computed. The highest one was found to be 0.379 for Question 8 (i.e., Among DIYers who have tried to turn in used oil at automobile parts stores but were turned away, what did they do with the oil?). Using this statistic, the allowable error was computed to be  $\pm 0.138$ , which is well within normally accepted ranges for categorized data. The findings, however, are subject to the Caveats described in the Methodology section of this Summary Report.

The results of this study are presented in seven sections: Respondent Characteristics, Used Oil Disposal Patterns, Experience with Not Being Able to Recycle Oil at Automobile Parts Stores, Recycling Patterns for Used Oil, Use of Automobile Parts Stores for Recycling Used Oil, Satisfaction with Recycling Used Oil at Automobile Parts Stores, Respondent Shopping Patterns at Automobile Parts Stores.

## ***Respondent Characteristics among CCC Program Participants***

Information was collected about respondents relative to their gender, age, ethnicity, total household income, and place of residence. Their responses are presented in Table A-6.

Nearly all of the respondents (97.5 percent) are male. This finding was consistent across the geographic regions.

The single largest group of respondents (41.0 percent) is 21 to 35, and another 36.3 percent are between the ages of 36 to 50. Accordingly, 77.3 percent of the respondents are 21 to 50 years old. Comparatively, 10.5 percent are under 21 years of age, and 12.3 percent are over 50 years old. Since over 75 percent of the respondents in each region were between 21 and 50 years of age, variations in ages between geographic regions were not considered significant.

The majority of respondents (50.6 percent) were Hispanic/Latino. The next largest group (28.7 percent) was Caucasian, and about equal percentages were African-American (10.6

percent) and Asian-American (10.1 percent). Differences were found based on geographic region. More Caucasians were found in the Central Valley (51.4 percent) and Central Coast (50.0 percent), and more Asian-Americans were found in the San Francisco Bay Area (13.3 percent) and San Diego (13.0 percent) than in the other regions.

With respect to income, the single largest group of respondents (38.6 percent) had household incomes in 2004 between \$40,001 and \$60,000. The next largest group (25.5 percent) had incomes of \$60,001 and \$75,000. Therefore, 64.1 percent of the respondents reside in households with incomes between \$40,001 and \$75,000.

Comparatively, 17.2 percent are in households with incomes of \$40,000 or less, and 18.6 percent are in households with incomes exceeding \$75,000. There was some variation among respondents based on geographic region. More respondents in the San Francisco Bay Area (33.8 percent) and San Diego (41.5 percent) had household incomes in excess of \$75,000 than was found in the other regions.

The great majority of respondents (84.0 percent) reside in houses rather than apartments (15.2 percent) or condominiums (0.8 percent). There were no appreciable differences based on geographic area.

## ***Used Oil Disposal Patterns***

Respondents were asked what they do with their used oil, how they dispose of it if they do not use curbside recycling or take it to collection centers, the reasons why they do not take their used oil to automobile parts stores, and what could be done to cause them to do so. Their responses are presented in Table A-7.

The great majority of respondents (73.9 percent) indicated they take their used oil to collection centers. The other respondents are about equally divided between using curbside recycling (12.7 percent) and not using either curbside recycling or collection centers (13.4 percent). Responses varied considerably by geographic region. More respondents in the San Francisco Bay Area (38.0 percent) use curbside collection than was found in the other regions, while more in the Central Valley (23.2 percent) do not use either curbside collection or collection centers.

Among respondents who do not use either curbside recycling or collection centers, the largest groups store their used oil at home/work (39.6 percent), place it in the garbage at home (35.8 percent), or leave it at stores when they are closed (13.2 percent). There appears to be some differences based on geographic region although the number of respondents for this question was somewhat small and caution needs to be exercised in interpreting the results. More respondents in the San Francisco Bay Area (21.4 percent), Los Angeles (14.3 percent), and Central Valley (12.5 percent) indicated they leave the used oil at stores that are closed than was found in other regions. Furthermore, more respondents in the Central Valley (50.0 percent) and Central Coast (100.0 percent) store the oil at their homes/work, and more in Los Angeles place it in dumpsters at other locations (14.3 percent).

The main reasons given by respondents who do not use curbside recycling or collection centers are that using these recycling methods are not convenient in terms of their locations (30.4 percent), the time it takes (26.1 percent), and they do not think it is necessary to do so (19.6 percent). The number of respondents for this question also is somewhat small, so caution needs to be exercised in interpreting the results.

Nevertheless, there are differences based on geographic region, with more respondents in



the Central Valley (23.1 percent) and Los Angeles (28.6 percent) believing it is not necessary to dispose of used oil through curbside recycling and/or collection centers than was found in other regions. Additionally, more respondents in the San Francisco Bay Area (14.3 percent) said they had bad experiences when trying to properly recycle used oil, and more respondents in San Diego (66.7 percent) said the time it takes is the reason for not using curbside recycling or collection centers.

The majority of these respondents (50.6 percent) also indicated their main reason for not taking their used oil to automobile parts stores is that it is too messy to do so, and another 14.3 percent do not like to transport used oil. Accordingly, 64.9 percent of the respondents who do not use curbside recycling or collection centers cite the main reason for not taking their used oil to automobile parts stores is transportation-related. Another 10.4 percent of the respondents indicated that automobile parts stores are not in convenient locations. While the number of respondents for this question is somewhat small, and caution needs to be exercised in interpreting the results, it appears that there are some regional differences. More respondents in the Central Valley (22.7 percent) and Los Angeles do not believe that automobile parts stores are in convenient locations (27.3 percent) or they had bad experiences with automobile parts stores (18.2 percent).

When these respondents were asked what incentives could be provided to cause them to turn in their used oil at automobile parts stores, the largest groups indicated having the stores where they shop (23.3 percent) and making it less messy to bring the used oil to the store (18.4 percent). Given the small number of respondents in each region who responded to this question, it is not possible to discern geographical differences.

### ***Experience with Not Being Able to Recycle Oil at Automobile Parts Stores***

Respondents were asked if they had tried but were not able to turn their used oil in at automobile parts stores, and if so, why they could not turn in the oil, and what they did with it. Their responses are presented in Table A-8.

The great majority of respondents (87.4 percent) have not been turned away by automobile parts stores. There were some differences based on geographic region. More respondents in the San Francisco Bay Area (12.5 percent) and Los Angeles (16.9 percent) have had this experience than was found in the other geographic regions.

The great majority of respondents who have been turned away by automobile parts stores indicated the reason was that the store's drum/tank was full (68.6 percent). The only other reasons given were that the store staff said the used oil was brought in the wrong containers (20.0 percent) and the store staff was too busy (11.4 percent). Most of the respondents who indicated that store staff told them that they had the wrong containers reside in the Central Valley, and all of the respondents who said the store staff was too busy live in Los Angeles.

The largest groups of these respondents who were turned away said they stored the used oil at home/work (46.7 percent) or took it to another automobile parts store (36.7 percent). There were some regional differences. More respondents in the San Francisco Bay Area indicated they left it at the store when it was closed (20.0 percent) or took it to another recycling facility (20.0 percent), and more respondents in the Central Valley (33.3 percent) placed it in the garbage at their homes.

## ***Recycling Patterns for Used Oil***

Respondents were asked where they take their used oil to be recycled, and if it is not to an automobile parts store why not, and what could cause them to do so. Their responses are presented in Table A-9.

The great majority of respondents (78.6 percent) indicated they take their used oil to automobile parts stores. Relatively few respondents take their used oil to other places, and there are no appreciable differences based on geographic region.

Among respondents who do not take their used oil to automobile parts stores, the majority (57.5 percent) indicated that the main reason is that there are no stores in convenient places. The next largest groups of respondents said they do not know they could do so (22.5 percent) and they had bad experiences with automobile parts stores (12.5 percent). Given the relatively small numbers of respondents who do not turn their used oil in at automobile parts stores, no regional differences were especially evident.

When these respondents were asked what could cause them to turn their used oil in at automobile parts stores, the most frequent responses were to have stores located in places where respondents shop (37.5 percent), locate them in more places (16.1 percent), and make it faster to turn in used oil (12.5 percent). Given the relatively small numbers of respondents who do not turn their used oil in at automobile parts stores, no regional differences could be identified.

## ***Use of Automobile Parts Stores for Recycling Used Oil***

Respondents who take their used oil to automobile parts stores were asked how they found out about stores that take used oil, why they take their used oil to particular stores, and how long it takes to turn in the oil once they arrive at the store. Their responses are presented in Table A-10.

The great majority of respondents (79.4 percent) indicated they first found out about stores that recycle used oil at the store. The next largest group (21.1 percent) learned about the stores from family or friends. Very few respondents (4.4 percent) said they found out about which stores take used oil from radio, television, newspaper, or mail literature. These findings were consistent across the geographic regions.

The majority of respondents (96.1 percent) said they take their used oil to a particular automobile parts store because it is in a convenient location. The next largest group (31.1 percent) does so because they shop there. These findings were consistent across the geographic regions.

With respect to the time it takes to turn in used oil once they arrive at the automobile parts store, the majority (58.3 percent) indicated it takes between four and five minutes. The next largest group (36.8 percent) said it takes between one and three minutes. Accordingly, 95.1 percent of the respondents said it takes between one and five minutes to turn in their used oil. If the mid-points in the response ranges were used, the weighted average amount of time it takes to turn in used oil would be 3.7 minutes. These findings were consistent across geographic regions, with the exception that more respondents in the Central Valley (60.0 percent) saying it takes one to three minutes than was found in the other regions.

## ***Satisfaction with Recycling Used Oil at Automobile Parts Stores***

Respondents were asked how satisfied they are with the automobile parts stores where they turn in their used oil, what they like most about the stores, what problems they have had in turning in used oil, what the stores could do better, and what the store staff could do to make the process of turning in used oil more enjoyable. The complete responses are presented in Table A-11.

The percentages of respondents who rated the automobile parts stores as “very good” or “good” on each of the dimensions studied are shown in Table A-1.

**Table A-1: Auto Parts Store Satisfaction**

<b>Store Dimension</b>	<b>Total%</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Convenience of location	98.6%	100.0%	97.1%	100.0%	98.0%	100.0%
Speed of recycling	96.9%	100.0%	91.4%	100.0%	98.0%	95.2%
Staff competency	95.3%	97.4%	91.4%	100.0%	95.5%	95.2%
Staff courtesy	94.3%	94.7%	91.4%	100.0%	94.1%	95.2%

Nearly all of the respondents rated the automobile parts stores as being very good or good on convenience of location, speed of recycling, and staff competence and courtesy. There are no appreciable differences based on geographic region.

Additionally, virtually none of the respondents rated the automobile parts stores as poor or very poor on any of the dimensions studied. There were no differences based on geographic region.

What respondents like most about the parts stores where they shop is shown in Table A-2.

**Table A-2: What Shoppers Like about Auto Parts Stores**

<b>What Like Most</b>	<b>Total%</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Good location	68.6%	75.0%	72.7%	36.4%	77.5%	46.3%
Takes the oil quickly	14.8%	13.9%	21.2%	27.3%	6.9%	26.8%
Makes the process easy	9.0%	5.6%	0.0%	18.2%	7.8%	19.5%
Clean	2.7%	2.8%	3.0%	9.1%	2.0%	2.4%
Courteous staff	2.7%	2.8%	0.0%	9.1%	2.9%	2.4%
Competent staff	1.3%	0.0%	0.0%	0.0%	2.0%	2.4%
Safe	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%
Pays me for the used oil	0.4%	0.0%	3.0%	0.0%	0.0%	0.0%

The great majority of respondents (68.6 percent) indicated that what they like best about the automobile parts stores they go to for recycling used oil is the convenient location. The next largest group (14.8 percent) said what they like most is that the stores take the oil quickly. There were some differences based on geographic region, with more respondents in the Central Coast (18.2 percent) and San Diego (19.5 percent) saying what

they like most is that the stores make the process easy.

The problems respondents have experienced when taking their used oil to automobile parts stores are shown in Table A-3:

**Table A-3: Problems Experienced at Auto Parts Stores**

What Problems Experienced	Total%	SF Bay Area	Central Valley	Central Coast	Los Angeles	San Diego
Could not turn in because tanks was full	9.2%	10.5%	5.7%	9.1%	11.8%	4.8%
Staff was too busy	8.3%	13.2%	0.0%	0.0%	9.8%	9.5%
Store was too busy	6.1%	7.9%	2.9%	0.0%	8.8%	2.4%
Staff was not courteous	4.8%	7.9%	8.6%	0.0%	3.9%	2.4%
Took oil in wrong containers	3.5%	5.3%	5.7%	0.0%	3.9%	0.0%
Stores not in convenient location	1.8%	0.0%	0.0%	0.0%	3.9%	0.0%
Store is closed	1.3%	0.0%	5.7%	0.0%	0.0%	2.4%
Staff did not know how to take oil	1.3%	0.0%	2.9%	0.0%	2.0%	0.0%

Although respondents identified relatively few problems, the most common ones were that the store could not take the used oil because its drum/tank was full (9.2 percent), store staff were too busy (8.3 percent), or the store was too busy (6.1 percent). Some regional differences were evident, with more respondents in the San Francisco Bay Area (7.9 percent) and the Central Valley (8.6 percent) saying that the staff was not courteous.

What respondents believe automobile parts stores could do better in taking used oil is shown in Table A-4:

**Table A-4: What Auto Parts Stores Could Do Better**

What Store Could Do Better	Percent	SF Bay Area	Central Valley	Central Coast	Los Angeles	San Diego
Take the oil out of my vehicle	15.4%	18.4%	17.1%	9.1%	11.8%	21.4%
Takes the oil more quickly	11.0%	10.5%	2.9%	9.1%	15.7%	7.1%
Have more convenient location	10.5%	5.3%	5.7%	27.3%	7.8%	21.4%
Have more courteous staff	5.7%	7.9%	2.9%	0.0%	7.8%	2.4%
Makes the process easier	4.4%	10.5%	2.9%	9.1%	2.9%	2.4%
Pay me more for the used oil	3.9%	0.0%	14.3%	9.1%	2.9%	0.0%
Have more competent staff	3.5%	5.3%	2.9%	0.0%	3.9%	2.4%
Be cleaner	1.3%	2.6%	0.0%	0.0%	2.0%	0.0%
Better instructions for turning in oil	1.3%	2.6%	0.0%	0.0%	1.0%	2.4%

The most common responses to what automobile parts stores could do better were to help take the used oil out of the respondent's car (15.4 percent), take the oil more quickly (11.0 percent), and have more convenient locations (10.5 percent). Some variations in responses were evident based on geographic region. More respondents in Los Angeles (15.7 percent) want their used oil taken more quickly, more in the Central Coast (27.3

percent) and San Diego (21.4 percent) want more convenient locations, and more in the Central Valley (14.3 percent) and Central Coast (9.1 percent) would like to be paid larger amounts for their used oil.

What respondents think the staff at automobile parts stores could do to make turning in used oil more enjoyable is shown in Table A-5:

**Table A-5: What Auto Parts Store Staff Could Do Better**

<b>What Staff Could Do Better</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Appreciate my turning in used oil	11.4%	18.4%	0.0%	0.0%	15.7%	7.1%
Help me bring it into the store	9.2%	5.3%	8.6%	18.2%	9.8%	9.5%
Be faster	7.9%	2.6%	5.7%	18.2%	9.8%	7.1%
Be more courteous	6.6%	10.5%	8.6%	0.0%	7.8%	0.0%
Help me find/buy other products in store	3.1%	5.3%	5.7%	9.1%	2.0%	0.0%
Be more competent	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%

The most common requests of staff at automobile parts stores is that they act like they appreciate having people turn in their used oil (11.4 percent), help them bring the oil into the store (9.2 percent), be faster (7.9 percent), and be more courteous (6.6 percent). There were some differences in responses based on geographic region. More respondents in the San Francisco Bay Area (18.4 percent) and Los Angeles (15.7 percent) indicated that showing appreciation would be helpful, more in the San Francisco Bay Area (10.5 percent) thought staff could be more courteous, and more in the Central Coast believe staff could help them bring the used oil into the store (18.2 percent) and be faster (18.2 percent).

### ***Respondent Shopping Patterns at Automobile Parts Stores***

Respondents who turn in their used oil at automobile parts stores were asked whether they shop there when they turn in their oil. Additionally, all respondents to the survey were asked how many times they go to automobile parts stores, how much they spend in the stores during an average visit, and what information they would like to have about used oil recycling at automobile parts stores. Their responses are presented in Table A-12.

The majority of respondents who turn their used oil in at automobile parts stores (52.0 percent) usually shop there at the same time. The only exception to this was that most respondents in the Los Angeles area (62.7 percent) do not shop in those stores when turning in their used oil.

Among all respondents, the largest groups go to automobile parts stores six to twelve times (36.8 percent) and four to five times (30.0 percent) per year. Accordingly, 66.8 percent of the respondents to the survey go to automobile parts stores between four and twelve times per year. Comparatively, 3.1 percent go less than two times, and 6.8 percent go to automobile parts stores more than eighteen times per year. If the mid-points in the response ranges were used, the weighted average number of times a respondent goes to an automobile parts store would be 8.0 times per year.

There were differences in responses based on geographic region. More respondents in the San Francisco Bay Area (18.0 percent), Central Coast (15.0 percent), and Los Angeles (14.9 percent) go to automobile parts stores more than twelve times per year. Furthermore, more respondents in the Central Valley (31.4 percent) and San Diego (34.6 percent) go to automobile parts stores less than four times annually.

Among all respondents to the survey, the largest group (44.8 percent) spends between \$26 and \$50 in an automobile parts store during an average visit. The next largest group (40.3 percent) spends between \$51 and \$100. Accordingly, 85.1 percent of the respondents spend between \$26 and \$100 in an automobile parts store during an average visit. Comparatively, 7.6 percent spend \$25 or less, and 7.4 percent spend more than \$100. If the mid-points in the response ranges were used, the weighted average dollars spent on an average visit to an automobile parts store would be \$60.90. There were some differences in responses based on geographic area. More respondents in the Central Valley (22.1 percent) spend over \$100, while more respondents in the Central Coast (40.0 percent) spend \$25 or less on an average visit.

With respect to what information respondents would like about recycling used oil at automobile parts stores, the great majority (95.0 percent) indicated “nothing.” This response was consistent across geographic regions.

## ***Summary and Conclusions***

Based on the findings of the surveys of respondents who change the oil in their automobiles, the following summary points and conclusions appear to be appropriate:

- While respondents to this survey were of nearly all ethnicities, Hispanics/Latinos comprised the majority. While this is not definitive evidence that this population has a higher incidence of DIYers, it does suggest that Hispanics/Latinos represent a significant market for promoting used oil recycling. It also indicates that there needs to be adequate numbers of automobile parts stores participating in the CCC program in geographic areas with high percentages of Hispanics/Latinos.
- More than three in four respondents are between the ages of 21 and 50, while more than one in ten are under 21 or over 50. This indicates that DIYers span all age groups.
- Nearly two in three respondents had total household incomes in 2004 between \$40,001 and \$75,000. However, nearly one in five respondents had incomes in excess of \$75,000. This suggests that DIYers are not just found in the lower income brackets. They span all income groups, and local jurisdictions cannot focus exclusively on the lower income geographic areas.
- While most DIYers recycle their used oil in some fashion, more than one in eight does not do so in a manner desired by the CIWMB or local jurisdictions. Among those who do not use curbside recycling or collection centers, nearly two in five store their used oil at home/work, more than one in three places it in the garbage at home, and more than one in eight leaves the oil at stores after they close. The reasons they give for not recycling used oil are that there are no convenient locations available and it takes too much time. Furthermore, the main reasons they do not take their used oil to automobile parts stores are that they do not like to transport messy oil (one in two respondents), they do not like to transport used oil for any reason (one in seven respondents), and there are no automobile parts stores in convenient locations (one in ten respondents). They said that having more convenient locations and/or reducing the mess of bringing in used oil would be factors to encourage them to turn their used oil in at automobile parts stores. All of

this indicates that having more locations and training staff to take the oil efficiently and quickly could cause more DIYers to take their used oil to automobile parts stores. Making containers available that reduce the mess of transporting used oil would also be helpful.

- Most DIYers who take used oil to automobile parts stores are able to successfully recycle their used oil. However, one in eight DIYers have been turned away from recycling their used oil at an auto parts store at least once. In those cases, more than two in three were told that the store's tank was full, and another one in five were told by store staff that the oil was in the wrong container. Because nearly half of the respondents store the used oil at home/work and more than one in eight dispose of the oil in garbage cans/dumpsters or leave it at the stores after-hours, it is important to reduce this from happening. This might be accomplished by having more automobile parts stores participate in the program, thereby making it more likely that DIYers will take their oil to other stores when their primary store is at full capacity. Additionally, both store staff and consumers need to be educated on proper container usage to make the process more efficient and to reduce the mess of transport.
- Over half of the DIYers who recycle their used oil but not at automobile parts stores do not do so because stores are not conveniently located, and more than one in five do not know that automobile parts stores take used oil. Having more automobile parts stores conveniently located, and near places where people shop, participate in the CCC program could increase the use of these stores as recycling centers.
- It does not appear that advertising in the media has been a primary way by which DIYers find out about which automobile parts stores participate in the CCC program. Nearly four in five find out about this while in the store. Accordingly, proper signage is critical to increasing awareness that the store takes used oil. Furthermore, if advertising is going to be used, it needs a significant and sustained effort to be effective.
- Turning in used oil at an automobile parts store appears to take less than four minutes. This indicates that it is not an especially time-consuming process for the DIYer, nor does it take an excessive amount of staff time at the automobile parts stores.
- Respondents who turn their used oil in at automobile parts stores appear to be quite satisfied with the process and staff. More than nine in ten respondents gave the stores very good or good ratings on convenience of location, speed of recycling, and staff competency and courtesy. This suggests that the automobile parts stores that are participating in the CCC program are providing good service to the DIYers.
- Most DIYers who turn their oil in at automobile parts stores also shop at the stores while doing so. This suggests that there are considerable opportunities for automobile parts stores to increase the volume of their business by attracting DIYers and using effective merchandising and salesmanship techniques. Given that respondents indicated they spend more than \$60 in an automobile parts store during an average visit, this could represent significant revenue streams to stores that participate in the CCC program.

Overall, it appears that a reasonably high percentage of DIYers already recycle their used oil in some manner. Increasing the use of automobile parts stores as recycling centers can be achieved if there are more stores in convenient locations and their staff is trained to take the used oil efficiently and quickly. Not only will this improve used oil recycling, but it could represent significant business for the automobile parts stores participating in the CCC program since these DIYers shop in the stores while turning in their used oil.

## **List of Additional Tables in Appendix A**

Table A-6: Respondent Characteristics

Table A-7: Used Oil Disposal Patterns

Table A-8: Experience with Not Being Able to Recycle Oil at Automobile Parts Stores

Table A-9: Recycling Patterns for Used Oil

Table A-10: Use of Automobile Parts Stores for Recycling Used Oil

Table A-11: Satisfaction with Recycling Used Oil at Automobile Parts Stores

Table A-12: Respondent Shopping Patterns at Automobile Parts Stores



**Table A-6: Respondent Characteristics**

<b>Respondent's geographic Area</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
San Francisco Bay Area	100	25.0%	100.0%				
Central Valley	70	17.5%		100.0%			
Central Coast	20	5.0%			100.0%		
Los Angeles	155	38.8%				100.0%	
San Diego	55	13.8%					100.0%
Total	400	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Respondent's gender</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Female	10	2.5%	3.0%	2.9%	0.0%	0.6%	7.3%
Male	390	97.5%	97.0%	97.1%	100.0%	99.4%	92.7%
Total	400	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Respondent age</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Under 18	6	1.5%	1.0%	0.0%	5.0%	2.6%	0.0%
18 to 20	36	9.0%	10.0%	8.6%	5.0%	10.3%	5.5%
21 to 35	164	41.0%	38.0%	40.0%	35.0%	41.3%	49.1%
36 to 50	145	36.3%	38.0%	35.7%	45.0%	36.8%	29.1%
51 to 64	37	9.3%	9.0%	12.9%	10.0%	6.5%	12.7%
65 or older	12	3.0%	4.0%	2.9%	0.0%	2.6%	3.6%
Total	400	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Respondent's ethnicity</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
African-American	42	10.6%	7.1%	8.6%	5.0%	12.9%	14.8%
Asian-American	40	10.1%	13.3%	11.4%	5.0%	7.1%	13.0%
Caucasian	114	28.7%	33.7%	51.4%	50.0%	11.0%	33.3%
Hispanic/Latino	201	50.6%	45.9%	28.6%	40.0%	69.0%	38.9%
Total	397	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Total household income in 2004</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Less than \$25,000	5	1.6%	0.0%	0.0%	0.0%	4.0%	0.0%
\$25,000 to \$40,000	50	15.6%	16.9%	14.5%	11.8%	19.4%	4.9%
\$40,001 to \$60,000	124	38.6%	23.4%	53.2%	41.2%	44.4%	26.8%
\$60,001 to \$75,000	82	25.5%	26.0%	21.0%	29.4%	26.6%	26.8%
\$75,001 to \$100,000	56	17.4%	28.6%	11.3%	17.6%	5.6%	41.5%
More than \$100,000	4	1.2%	5.2%	0.0%	0.0%	0.0%	0.0%
Total	321	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Residence Type</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
House	326	84.0%	83.2%	88.4%	88.9%	81.7%	84.9%
Condominium	3	0.8%	1.1%	2.9%	0.0%	0.0%	0.0%
Apartment	59	15.2%	15.8%	8.7%	11.1%	18.3%	15.1%
Total	388	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table A-7: Used Oil Disposal Patterns**

<b>Recycle used oil with curbside collection or collection center</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Yes, curbside collection	50	12.7%	38.0%	14.5%	5.0%	0.7%	0.0%
Yes, take to collection center	292	73.9%	48.0%	62.3%	80.0%	90.1%	89.1%
No	53	13.4%	14.0%	23.2%	15.0%	9.3%	10.9%
Total	395	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>How do you dispose of used oil</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Store it at home/work	21	39.6%	35.7%	50.0%	100.0%	28.6%	16.7%
Place it in garbage at home	19	35.8%	42.9%	25.0%	0.0%	42.9%	50.0%
Place it in dumpster at some other location	3	5.7%	0.0%	6.3%	0.0%	14.3%	0.0%
Leave it at a store when the store is closed	7	13.2%	21.4%	12.5%	0.0%	14.3%	0.0%
Total respondents	53	100.0%	14	16	3	14	6
<b>What is your <u>one</u> main reason for not recycling your used motor oil</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Did not know I was supposed to	6	13.0%	14.3%	7.7%	50.0%	7.1%	33.3%
Do not think it is necessary	9	19.6%	14.3%	23.1%	0.0%	28.6%	0.0%
No convenient locations	14	30.4%	28.6%	30.8%	50.0%	35.7%	0.0%
Time it takes	12	26.1%	28.6%	30.8%	0.0%	14.3%	66.7%
Had bad experience in trying to recycle oil	5	10.9%	14.3%	7.7%	0.0%	14.3%	0.0%
Total	46	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>One main reason for not turning your used oil in at an auto parts store</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Did not know I could	6	7.8%	5.7%	4.5%	25.0%	9.1%	20.0%
No convenient locations	8	10.4%	0.0%	22.7%	0.0%	27.3%	0.0%
The time it takes	7	9.1%	11.4%	9.1%	0.0%	9.1%	0.0%
Do not like to transport oil	11	14.3%	14.3%	27.3%	0.0%	0.0%	0.0%
Too messy to transport	39	50.6%	60.0%	31.8%	75.0%	36.4%	80.0%
Previous bad experience	6	7.8%	8.6%	4.5%	0.0%	18.2%	0.0%
Total	77	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>What incentives would cause you to turn in your used oil to an auto parts store</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Have more locations	8	7.8%	5.8%	11.5%	0.0%	13.3%	0.0%
Have them located in places where I shop	24	23.3%	9.6%	26.9%	25.0%	66.7%	16.7%
Pay more for used oil	5	4.9%	5.8%	3.8%	25.0%	0.0%	0.0%
Make it less messy to bring used oil in	19	18.4%	13.5%	19.2%	50.0%	26.7%	16.7%
Make it faster to turn in	6	5.8%	5.8%	3.8%	25.0%	0.0%	16.7%
Total respondents	103		52	26	4	15	6

**Table A-8: Experience With Not Being Able To Recycle Oil At Automobile Parts Stores**

<b>Ever tried to turn used oil in at an auto parts store but were turned away</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Yes	37	12.6%	12.5%	9.3%	6.3%	16.9%	6.0%
No	256	87.4%	87.5%	90.7%	93.8%	83.1%	94.0%
Total	293	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>One main reason you could not turn your used oil in to the auto parts store</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Store could not take any more used oil--full	24	68.6%	83.3%	50.0%	100.0%	61.9%	100.0%
Store staff was too busy	4	11.4%	0.0%	0.0%	0.0%	19.0%	0.0%
Store staff said oil was in the wrong container	7	20.0%	16.7%	50.0%	0.0%	19.0%	0.0%
Total	35	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>What did you do with the used oil</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Left it at a auto parts store when it was closed	2	6.7%	20.0%	0.0%	0.0%	5.6%	0.0%
Stored it at home/work	14	46.7%	60.0%	33.3%	100.0%	44.4%	33.3%
Placed it in garbage at home	1	3.3%	0.0%	33.3%	0.0%	0.0%	0.0%
Placed it in a dumpster at some other location	1	3.3%	0.0%	0.0%	0.0%	5.6%	0.0%
Took it to another auto parts store	11	36.7%	0.0%	33.3%	0.0%	44.4%	66.7%
Took it to another recycling facility	1	3.3%	20.0%	0.0%	0.0%	0.0%	0.0%
Total	30	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table A-9: Recycling Patterns for Used Oil**

<b>Where do you take your used oil</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Auto parts store	228	78.6%	79.2%	85.4%	68.8%	75.0%	85.7%
Waste transfer station/HHW collection facility	22	7.6%	6.3%	7.3%	6.3%	8.8%	6.1%
Quick lube	6	2.1%	0.0%	2.4%	0.0%	2.9%	2.0%
Garage or Auto Repair Shop	21	7.2%	4.2%	9.8%	6.3%	9.6%	2.0%
Other	7	2.4%	4.2%	0.0%	6.3%	2.9%	0.0%
Total Number of respondents*	290		48	41	16	136	49
<b>One main reason for not turning your used oil in at an auto parts store</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Did not know I could	9	22.5%	0.0%	25.0%	0.0%	29.2%	33.3%
Do not know where an auto parts store is	1	2.5%	0.0%	0.0%	0.0%	4.2%	0.0%
Auto parts store not in convenient place	23	57.5%	83.3%	75.0%	66.7%	45.8%	66.7%
The time it takes to go to a auto parts store	1	2.5%	0.0%	0.0%	0.0%	4.2%	0.0%
Had bad experience with an auto parts store	5	12.5%	16.7%	0.0%	33.3%	12.5%	0.0%
Do not get paid enough to make it worthwhile	1	2.5%	0.0%	0.0%	0.0%	4.2%	0.0%
Total	40	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>What incentives would cause you to turn in your used oil to an auto parts store</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Have them located in more places	9	16.1%	14.3%	0.0%	0.0%	21.2%	20.0%
Have them located in places where I shop	21	37.5%	57.1%	37.5%	66.7%	30.3%	40.0%
Pay more for used oil	4	7.1%	14.3%	0.0%	0.0%	9.1%	0.0%
Make it less messy to bring used oil in	4	7.1%	0.0%	0.0%	0.0%	9.1%	20.0%
Make it faster to turn in used oil	7	12.5%	28.6%	0.0%	0.0%	12.1%	20.0%
Other	1	1.8%	0.0%	0.0%	0.0%	3.0%	0.0%
Total Number of respondents*	56		7	8	3	33	5

\*Multiple responses were possible for this question.

**Table A-10: Use of Automobile Parts Stores for Recycling Used Oil**

<b>How did you find out about which auto parts stores take used oil</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Radio	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Television	4	1.8%	2.6%	2.9%	0.0%	1.0%	2.4%
Newspaper	3	1.3%	2.6%	0.0%	0.0%	2.0%	0.0%
Mail literature	3	1.3%	0.0%	2.9%	0.0%	2.0%	0.0%
Family/friend	48	21.1%	18.4%	42.9%	45.5%	12.7%	19.0%
Saw/heard at store	181	79.4%	84.2%	54.3%	54.5%	89.2%	78.6%
Heard about it at an event attended	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total Number of respondents*	228		38	35	11	102	42
<b>Why do you go to the auto parts store where you most often take your used oil</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Only place I know of	8	3.5%	2.6%	5.7%	0.0%	4.9%	0.0%
Receive money for doing so	1	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%
Convenient location	139	61.0%	60.5%	54.3%	36.4%	60.8%	73.8%
Staff competence	2	0.9%	0.0%	0.0%	9.1%	0.0%	2.4%
Fast	2	0.9%	0.0%	0.0%	0.0%	1.0%	2.4%
Easy	3	1.3%	0.0%	5.7%	9.1%	0.0%	0.0%
Shop there	71	31.1%	31.6%	31.4%	27.3%	37.3%	16.7%
Friends/family do it	9	3.9%	5.3%	2.9%	9.1%	2.9%	4.8%
Total Number of respondents	228		38	35	11	102	42
<b>How long does it take you to turn in used oil once you arrive at the auto parts store</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Less than 1 minute	2	0.9%	0.0%	0.0%	0.0%	1.0%	2.4%
1 to 3 minutes	84	36.8%	26.3%	60.0%	9.1%	38.2%	31.0%
4 to 5 minutes	133	58.3%	65.8%	37.1%	81.8%	58.8%	61.9%
6 to 10 minutes	9	3.9%	7.9%	2.9%	9.1%	2.0%	4.8%
11 to 15 minutes	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
More than 15 minutes	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	228	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

\*Multiple responses were possible for this question.

**Table A-11: Satisfaction with Recycling Used Oil at Automobile Parts Stores**

Rate the auto parts store you go to when you turn in your used oil on each of the following:							
Convenience of location	Number	Percent	SF Bay Area	Central Valley	Central Coast	Los Angeles	San Diego
Very good	126	57.8%	68.4%	31.4%	36.4%	60.8%	71.9%
Good	89	40.8%	31.6%	65.7%	63.6%	37.3%	28.1%
Fair	3	1.4%	0.0%	2.9%	0.0%	2.0%	0.0%
Poor	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very poor	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	218	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Speed of recycling	Number	Percent	SF Bay Area	Central Valley	Central Coast	Los Angeles	San Diego
Very good	95	41.7%	39.5%	28.6%	45.5%	47.1%	40.5%
Good	126	55.3%	60.5%	62.9%	54.5%	51.0%	54.8%
Fair	6	2.6%	0.0%	8.6%	0.0%	1.0%	4.8%
Poor	1	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%
Very poor	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	228	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Staff competency	Number	Percent	SF Bay Area	Central Valley	Central Coast	Los Angeles	San Diego
Very good	91	38.6%	39.5%	28.6%	36.4%	41.8%	38.1%
Good	134	56.8%	57.9%	62.9%	63.6%	53.6%	57.1%
Fair	11	4.7%	2.6%	8.6%	0.0%	4.5%	4.8%
Poor	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very poor	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	236	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Staff courtesy	Number	Percent	SF Bay Area	Central Valley	Central Coast	Los Angeles	San Diego
Very good	89	39.0%	42.1%	28.6%	45.5%	41.2%	38.1%
Good	126	55.3%	52.6%	62.9%	54.5%	52.9%	57.1%
Fair	13	5.7%	5.3%	8.6%	0.0%	5.9%	4.8%
Poor	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very poor	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	228	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
One thing the auto parts store does while collecting used oil that you like most	Number	Percent	SF Bay Area	Central Valley	Central Coast	Los Angeles	San Diego
Good location	153	68.6%	75.0%	72.7%	36.4%	77.5%	46.3%
Clean	6	2.7%	2.8%	3.0%	9.1%	2.0%	2.4%
Safe	1	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%
Competent staff	3	1.3%	0.0%	0.0%	0.0%	2.0%	2.4%
Courteous staff	6	2.7%	2.8%	0.0%	9.1%	2.9%	2.4%
Pays me for the used oil	1	0.4%	0.0%	3.0%	0.0%	0.0%	0.0%
Takes the oil quickly	33	14.8%	13.9%	21.2%	27.3%	6.9%	26.8%
Makes the process easy	20	9.0%	5.6%	0.0%	18.2%	7.8%	19.5%
Total	223	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table A-11 (continued)**

<b>What problems have you experienced when taking your used oil to an auto parts store</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Could not turn in because tanks was full	21	9.2%	10.5%	5.7%	9.1%	11.8%	4.8%
Store is closed	3	1.3%	0.0%	5.7%	0.0%	0.0%	2.4%
Staff was too busy	19	8.3%	13.2%	0.0%	0.0%	9.8%	9.5%
Staff was not courteous	11	4.8%	7.9%	8.6%	0.0%	3.9%	2.4%
Staff did not know how to take the oil	3	1.3%	0.0%	2.9%	0.0%	2.0%	0.0%
Store was too busy	14	6.1%	7.9%	2.9%	0.0%	8.8%	2.4%
Stores are not in convenient location	4	1.8%	0.0%	0.0%	0.0%	3.9%	0.0%
Took oil in wrong containers	8	3.5%	5.3%	5.7%	0.0%	3.9%	0.0%
Total respondents*	228		38	35	11	102	42
<b>What could the auto parts store <u>do better</u> in taking your used oil</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Have a more convenient location	24	10.5%	5.3%	5.7%	27.3%	7.8%	21.4%
Be cleaner	3	1.3%	2.6%	0.0%	0.0%	2.0%	0.0%
Have better instructions for turning in used oil	3	1.3%	2.6%	0.0%	0.0%	1.0%	2.4%
Have more competent staff	8	3.5%	5.3%	2.9%	0.0%	3.9%	2.4%
Have more courteous staff	13	5.7%	7.9%	2.9%	0.0%	7.8%	2.4%
Pay me more for the used oil	9	3.9%	0.0%	14.3%	9.1%	2.9%	0.0%
Takes the oil more quickly	25	11.0%	10.5%	2.9%	9.1%	15.7%	7.1%
Makes the process easier	10	4.4%	10.5%	2.9%	9.1%	2.9%	2.4%
Take the oil out of my vehicle	35	15.4%	18.4%	17.1%	9.1%	11.8%	21.4%
Total respondents*	228		38	35	11	102	42
<b>What could the auto parts store <u>staff</u> do better to make your turning in used oil more enjoyable</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Be more competent	1	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%
Be more courteous	15	6.6%	10.5%	8.6%	0.0%	7.8%	0.0%
Be faster	18	7.9%	2.6%	5.7%	18.2%	9.8%	7.1%
Act like they appreciate my turning in used oil	26	11.4%	18.4%	0.0%	0.0%	15.7%	7.1%
Help me bring it into the store	21	9.2%	5.3%	8.6%	18.2%	9.8%	9.5%
Help me find/buy other products in the store	7	3.1%	5.3%	5.7%	9.1%	2.0%	0.0%
Total respondents*	228		38	35	11	102	42

**Table A-12: Respondent Shopping Patterns at Automobile Parts Stores**

<b>Do you usually shop in the auto parts store when you turn in used oil there</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Yes	118	52.0%	60.5%	76.5%	54.5%	37.3%	59.5%
No	109	48.0%	39.5%	23.5%	45.5%	62.7%	40.5%
Total	227	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>How many times do you go to auto parts stores for any reason in an average year</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
None	1	0.3%	0.0%	0.0%	0.0%	0.6%	0.0%
1 time	11	2.8%	2.0%	7.1%	0.0%	0.6%	5.5%
2 to 3 times	63	15.8%	14.0%	24.3%	15.0%	8.4%	29.1%
4 to 5 times	120	30.0%	25.0%	30.0%	30.0%	32.9%	30.9%
6 to 12 times	147	36.8%	41.0%	27.1%	40.0%	42.6%	23.6%
13 to 18 times	31	7.8%	13.0%	5.7%	0.0%	8.4%	1.8%
19 to 24 times	5	1.3%	0.0%	0.0%	0.0%	2.6%	1.8%
More than 24 times	22	5.5%	5.0%	5.7%	15.0%	3.9%	7.3%
Total	400	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Approximately how much do you spend in auto parts stores on an average visit</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Less than \$10	1	0.3%	0.0%	0.0%	0.0%	0.7%	0.0%
\$10 to \$25	29	7.3%	7.0%	13.2%	40.0%	0.7%	7.3%
\$26 to \$50	177	44.8%	46.0%	29.4%	45.0%	52.6%	40.0%
\$51 to \$100	159	40.3%	42.0%	35.3%	10.0%	41.4%	50.9%
\$101 to \$200	23	5.8%	5.0%	14.7%	5.0%	3.9%	1.8%
More than \$200	6	1.5%	0.0%	7.4%	0.0%	0.7%	0.0%
Total	395	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>What information about recycling used oil at auto parts stores would you like to have</b>	<b>Number</b>	<b>Percent</b>	<b>SF Bay Area</b>	<b>Central Valley</b>	<b>Central Coast</b>	<b>Los Angeles</b>	<b>San Diego</b>
Nothing	380	95.0%	98.0%	91.4%	90.0%	94.2%	98.2%
Where auto parts stores are that take used oil	15	3.8%	1.0%	5.7%	5.0%	5.2%	1.8%
What containers to bring in used oil	10	2.5%	1.0%	4.3%	5.0%	3.2%	0.0%
What is the process of collecting used oil	8	2.0%	1.0%	4.3%	0.0%	2.6%	0.0%
How I could make this a faster process	8	2.0%	1.0%	0.0%	5.0%	3.9%	0.0%
How much I am paid for the used oil	5	1.3%	0.0%	1.4%	0.0%	1.9%	1.8%
Total Number of respondents*	400		100	70	20	155	55

\*Multiple responses were possible for this question.



## Attachment A: Questionnaire for the Survey

INTRODUCTION: Hello, my name is \_\_\_\_\_, and we are conducting a brief survey on recycling. I am not selling anything. I would like to ask you a few questions, such as:

*Interviewer: Go directly to Question A.*

- A. Do you personally change the oil in your automobile?
1. Yes (Go to Question 1)
  2. No (TERMINATE INTERVIEW, THIS IS NOT A COMPLETED INTERVIEW)
1. Do you recycle your motor oil by leaving it at the curb for curbside collection or take it to a collection center for recycling?
1. Yes, leave for curbside collection (Go to Question 4)
  2. Yes, take to collection center (Go to Question 6)
  3. No (Go to Question 2)
2. How do you dispose of used oil? *Interviewer: Check all of the responses given.*
1. Store it at home/work
  2. Place it in garbage at home
  3. Place it in dumpster at some other location
  4. Pour it down street drains
  5. Leave it at a store when the store is closed
  6. Other (specify)
3. What is your one main reason for not recycling your used motor oil?
1. Did not know I was supposed to
  2. Do not think it is necessary
  3. No convenient location to take it to
  4. Cost to do
  5. Time it takes
  6. Had bad experience in trying to recycle oil
  7. Other (specify)
4. What is your one main reason for not turning your used oil in at an auto parts store?
1. Did not know I could
  2. Do not know where an auto parts store is
  3. Auto parts store not located in convenient place
  4. The time it takes to go to a auto parts store
  5. Do not like to transport used oil
  6. Too messy to transport used oil
  7. Had bad experience with an auto parts store
  8. Do not get paid enough to make it worthwhile
  9. Other (specify)

5. What incentives would it take to cause you to turn in your used oil to an auto parts store?

***Interviewer: Check all of the responses given.***

1. Have them located in more places
2. Have them located in places where I shop
3. Pay more for used oil
4. Make it less messy to bring used oil in
5. Make it faster to turn in used oil
6. Other (specify)

***Interviewer: Go to Question 21.***

6. Have you ever tried to turn used oil in at an auto parts store but were turned away?

1. Yes (Go to Question 7)
2. No (Go to Question 9)

7. What was the **one** main reason you could not turn your used oil in to the auto parts store?

1. Store could not take any more used oil because tank/drum was full
2. Store staff was too busy
3. Store staff said the oil was contaminated
4. Store staff said oil was in the wrong container
5. Auto parts store was closed
6. Other (specify)

8. What did you do with the used oil?

1. Left it at a auto parts store when it was closed
2. Stored it at home/work
3. Placed it in garbage at home
4. Placed it in a dumpster at some other location
5. Poured it down street drain
6. Took it to another auto parts store
7. Took it to another recycling facility
8. Other (specify)

9. Where do you take your used oil? ***Interviewer: Check all of the responses given.***

1. Auto parts store (Go to Question 12)
2. Waste transfer station or Household Hazardous Waste collection facility (Go to Question 10)
3. Quick lube (Go to Question 10)
4. Garage or Auto Repair Shop (Go to Question 10)
5. Other (specify) (Go to Question 10)

***Interviewer: If auto parts store (1) was an answer, go to Question 12. If not, go to Question 10.***

10. What is your **one** main reason for **not** turning your used oil in at an auto parts store?

1. Did not know I could
2. Do not know where an auto parts store is
3. Auto parts store not located in convenient place
4. The time it takes to go to a auto parts store
5. Do not like to transport used oil
6. Too messy to transport used oil
7. Had bad experience with an auto parts store

8. Do not get paid enough to make it worthwhile
  9. Other (specify)
11. What incentives would it take to cause you to turn in your used oil to an auto parts store?
- Interviewer: Check all of the responses given.***
1. Have them located in more places
  2. Have them located in places where I shop
  3. Pay more for used oil
  4. Make it less messy to bring used oil in
  5. Make it faster to turn in used oil
  6. Other (specify)
- Interviewer: Go to Question 21.**
12. How did you find out about which auto parts stores take used oil? ***Interviewer: Check all of the responses given.***
1. Radio
  2. Television
  3. Newspaper
  4. Mail literature
  5. Family/friend
  6. Saw/heard at store
  7. Heard about it at an event attended
13. Why do you go to the auto parts store where you most often take your used oil? ***Interviewer: Check all of the responses given.***
1. Only place I know of
  2. Receive money for doing so
  3. Convenient location
  4. Staff competence
  5. Staff courtesy
  6. Fast
  7. Easy
  8. Shop there
  9. Friends/family do it
  10. Other (specify)
14. Approximately how long does it take you to turn in used oil once you arrive at the auto parts store?
1. Less than 1 minute
  2. 1 to 3 minutes
  3. 4 to 5 minutes
  4. 6 to 10 minutes
  5. 11 to 15 minutes
  6. More than 15 minutes

15. How would you rate the auto parts store you go to when you turn in used oil on each of the following:

	Very Good	Good	Fair	Poor	Very Poor
a. Convenience of location	_____	_____	_____	_____	_____
b. Speed of recycling	_____	_____	_____	_____	_____
c. Staff competency	_____	_____	_____	_____	_____
d. Staff courtesy	_____	_____	_____	_____	_____

16. What is the one thing the auto parts store does with respect to collecting used oil that you like most?

1. Good location
2. Clean
3. Safe
4. Competent staff
5. Courteous staff
6. Pays me for the used oil
7. Takes the oil quickly
8. Makes the process easy
9. Other (specify)

17. What problems have you experienced when taking your used oil to an auto parts store?

**Interviewer: Check all of the responses given.**

1. Could not turn in oil because they had no capacity
2. Store is closed
3. Staff was too busy
4. Staff was not courteous
5. Staff did not know how to take the oil
6. Store was too busy
7. Stores are not in convenient location
8. Took oil in wrong containers
9. Other (specify)

18. What could the auto parts store do better in taking your used oil? **Interviewer: Check all of the responses given.**

1. Have a more convenient location
2. Be cleaner
3. Be in a safer location
4. Have better instructions for turning in used oil
5. Have better store signage
6. Have more competent staff
7. Have more courteous staff
8. Pay me more for the used oil
9. Takes the oil more quickly
10. Makes the process easier
11. Take the oil out of my vehicle
12. Other (specify)

19. What could the auto parts store **staff** do better to make your turning in used oil more enjoyable? **Interviewer: Check all of the responses given.**
1. Be more competent
  2. Be more courteous
  3. Explain the process of collecting used oil
  4. Be faster
  5. Act like they appreciate my turning in used oil
  6. Help me bring it into the store
  7. Help me find/buy other products while in the store
  8. Other (specify)
20. Do you usually shop in the auto parts store when you turn in used oil there?
1. Yes
  2. No
21. What information about recycling used oil at auto parts stores would you like to have? **Interviewer: Check all of the responses given.**
1. Nothing
  2. Where auto parts stores are located that take used oil
  3. What containers to use to bring used oil to the store
  4. What is the process of collecting used oil
  5. How I could make this a faster process
  6. How much I am paid for the used oil
  7. Other (specify)
22. Approximately how many times do you go to auto parts stores for any reason in an average year?
1. None (Go to Question 24)
  2. 1 time (Go to Question 23)
  3. 2 to 3 times (Go to Question 23)
  4. 4 to 5 times (Go to Question 23)
  5. 6 to 12 times (Go to Question 23)
  6. 13 to 18 times (Go to Question 23)
  7. 19 to 24 times (Go to Question 23)
  8. More than 24 times (Go to Question 23)
23. Approximately how much do you spend in auto parts stores on an average visit?
1. Less than \$10
  2. \$10 to \$25
  3. \$26 to \$50
  4. \$51 to \$100
  5. \$101 to \$200
  6. More than \$200

The following questions will be used for cross tabulation purposes only.

24. What is your age?
1. Under 18
  2. 18 to 20
  3. 21 to 35
  4. 36 to 50
  5. 51 to 64
  6. 65 or older

25. Do you live in a house, condominium, or apartment?

1. House
2. Condominium
3. Apartment

26. What was your total household income in 2004?

1. Less than \$25,000
2. \$25,000 to \$40,000
3. \$40,001 to \$60,000
4. \$60,001 to \$75,000
5. \$75,001 to \$100,000
6. More than \$100,000

27. What is your ethnicity?

1. African-American
2. Asian-American
3. Caucasian
4. Hispanic/Latino
5. Other (specify)

28. Interviewer: Record respondent's gender.

1. Female
2. Male

29. Interviewer: Record respondent's geographic area.

1. San Francisco Bay Area
2. Central Valley
3. Central Coast
4. Los Angeles
5. San Diego

## **Appendix B:**

# **Survey of California Automobile Parts Stores Regarding Used Oil Recycling**

## **Appendix B Introduction: Survey of California Automobile Parts Stores Regarding Used Oil Recycling**

In August 2004, the California Integrated Waste Management Board (CIWMB, Board) contracted with the California State University Sacramento Foundation to assist the Board in preparing various materials that could be used by local jurisdictions to increase the number of auto parts stores that participate in the Used Oil Certified Collection Center (CCC) program. The author of this report is Dennis H. Tootelian, Ph.D.

The objectives for this project were to help the Board meet this goal by:

- Identifying the barriers to maximal used oil collection and the strategies to overcome these barriers.
- Conducting a cost-benefit analysis of auto part participation in the CCC program and providing the results to grantees for the purpose of recruiting more auto parts stores as CCCs.
- Developing an Auto Parts Store CCC recruitment guide and marketing materials for grantees to use to enroll more auto parts stores in the CCC program.
- Developing a training manual that local governments can use to educate CCC staff about best customer service practices when collecting used oil from the public.

The entire project contained nine tasks:

- Task 1: Work Plan.
- Task 2: Survey Existing CCC Managers and Non-CCC Auto Parts Store Managers.
- Task 3: Random Surveys of DIYers (Do-it-yourselfers).
- Task 4: Conduct a Cost-Benefit Study of Auto Parts Store Participation in the CCC Program.
- Task 5: Develop a CCC Recruitment Guide and Marketing Materials for use by Local Jurisdictions in Recruiting Auto Parts Stores into the CCC Program.
- Task 6: Pilot-test the Auto Parts Store Recruitment Guide with 2 Local Jurisdictions.
- Task 7: Disseminate Recruitment Guide and Marketing Materials to Used Oil Block Grantees and Outline Pilot Test Results.
- Task 8: Develop a Guidance Brochure of “Sound Management Practices for Oil Collection by CCC Managers/Employees.”
- Task 9: Provide a Complete Final Report to the Board Evaluating Task Completion, Goal Achievement, and Including Masters of All Materials Developed by the Contractor.

This report section is the final product for Task 2 of the project: Survey Existing CCC Managers and Non-CCC Auto Parts Store Managers. There were two sets of objectives for the surveys. For participants in the CCC program, the objectives were to assess:

- The extent of CCC program activity in their stores.



- What they consider to be the benefits and problems with the CCC program.
- How they promote the CCC program within and outside of their stores.
- What are their reasons for participating in the CCC program.
- How satisfied they are with CCC program participation.

For auto parts store managers who do not participate in the CCC program, the objectives were to assess:

- How familiar they are with the program, and why they do not participate in the CCC program.
- What they perceive to be the amount of recycling activity in stores that participate in the CCC program.
- What they perceive to be the benefits and problems with the CCC program.
- What benefits they would want if they participate in the CCC program.
- How interested they are in participating in the CCC program in the future.

## **Methodology for the Study**

The methodology for this survey conformed to generally accepted research practices. Adjustments in the methodology needed to achieve normal time and cost constraints were not considered significant.

### ***Population for the Study***

There were two populations for this study. One was auto parts stores that participate in the CCC program, and the other was auto parts stores which do not participate in the CCC program in California. Based on information provided by the CIWMB, at the time of the survey there were 952 auto parts stores that participated in the CCC program. From a list purchased by a national mailing list company, there were a total of 5,318 auto parts stores operating in California. Accordingly, the population size for the non-participating stores was 4,366 (i.e., 5,318 minus 952).

### ***Research Design***

Given the nature of the study, a mail survey was considered to be the most appropriate research design. This method of data collection makes it possible to reach a broad spectrum of respondents statewide at a reasonable cost, and provides them with adequate time to consider their responses. Mail surveys also are suitable for accessing difficult-to-reach populations. All of these attributes of mail surveys were considered important to obtaining valid and reliable data.

Mail surveys traditionally suffer from low response rates. However, it was felt that a reasonable response rate could be achieved from participating stores, and there might be some interest in the CCC program among stores that do not participate. Additionally, since the cover letter came from the CIWMB, this was thought to possibly provide a further stimulus to respond.

## ***Survey Plan***

All of the auto parts stores that participate in the CCC program were included in the survey. Given the size of this population, it was determined that sampling was not necessary to remain within budgetary limits.

A systematic random sampling plan was used to select non-participating stores. All of the stores that do not participate in the program were arrayed based on Zip code. A sample of about 1,400 was considered necessary to obtain a reasonable number of responses from non-participating stores. Then, every third store was selected for inclusion in the study. The over-sampling of non-participants was considered necessary due to the expected relatively low response rate among this survey group.

This approach provided a geographically representative sample based on the locations of the auto parts stores across California. A number between one and three was randomly drawn to be the sampling interval to ensure that the actual sample would then be randomly generated.

Overall, a total of approximately 2,394 questionnaires were mailed to the 952 auto parts stores participating in the CCC program and 1,422 auto parts stores that do not participate in the program.

## ***Questionnaires for the Survey***

Somewhat different questionnaires were used for participating and non-participating auto parts stores. The questionnaire for auto parts store managers who participate in the CCC program was organized into five sections consisting of the amount of collection activity the CCC program generates, perceived benefits and problems associated with participation, promotion of the program within and outside of their stores, satisfaction with the program, and auto parts store operating characteristics. The questionnaire contained a total of 27 questions. Because some were multi-part, respondents were asked to answer a total of 83 questions.

The questionnaire for auto parts store managers who do not participate in the CCC program also was organized into five sections consisting of familiarity with the program, perceived volume of activity of stores that participate in the program, perceived benefits and problems associated with participation, what might increase their interest in participating in the program in the future, and auto parts store operating characteristics. The questionnaire contained a total of 20 questions. Because some were multi-part, respondents were asked to answer a total of 80 questions. Copies of both questionnaires are presented at the end of this Appendix.

## ***Caveats***

The results of any research should be used with caution and at the reader's own discretion. Every study, no matter how well constructed, contains the possibility of some degree of error. Accordingly, the reader assumes sole responsibility for the use of this information.

## ***Findings of the Study***

The questionnaires for each sample were mailed in late January 2005. Nine questionnaires sent to participants in the CCC program were returned with incorrect addresses and were readdressed by the CIWMB and mailed again. A total of 78

questionnaires sent to non-participants were returned as undeliverable. Accordingly, the effective mail-outs of the questionnaires were approximately 952 for participants and 1,344 for non-participants.

Managers included in the sample were given about four weeks to respond. An additional three weeks were given for responses due to possible delays in return delivery of business reply mail.

Responses were received from 87 auto parts stores that participate in the CCC program, and 135 from stores that do not participate in the program. This provided an overall response rate of 9.7 percent, with a 9.1 percent response rate from participating stores and 10.0 percent from non-participating stores.

The results of this study are divided into three sections. The first includes findings from participants in the CCC program. Data for this section are presented in Tables B-13 through B-18. The second section includes findings from non-participants, and their data is presented in Tables B-19 through B-24. The third section contains selected comparisons between responses to questions asked of both survey groups. Data for this section are presented in Tables B-25 through B-28.

## ***Findings from the Survey of Participants in the CCC Program***

The findings of the survey of participants in the CCC program are presented in six subsections: Respondent Characteristics among CCC Program Participants, Participation in the CCC Program, Perceived Benefits of the CCC Program among Participants, Perceived Problems with the CCC Program among Participants, Promotion of the CCC Program, and Satisfaction with the CCC Program among Participants. Data for this section are presented throughout the text and in Tables B-13 through B-18.

### **Respondent Characteristics among CCC Program Participants**

Program participants were asked in which county of California their stores are located, how many hours per week their stores are open, the number of customers they have per day and their typical ages, the average daily revenue of the stores, the average amount customers spend on a visit, the average gross margin of the stores, the average hourly wage of staff, and employee benefits expense expressed as a percent of wages. Their responses are presented in Table B-13.

The single largest group respondents (26.8 percent) indicated their stores are located in Los Angeles County. The next largest groups of respondents said their stores are located in Orange County (8.5 percent), San Diego County (8.5 percent), and San Bernardino County (6.1 percent). Respondents in these four counties account for 49.9 percent of the respondents.

The average number of hours stores are open is 78.3 per week. The median (i.e., the middle number of the series) is 84.0, and the mode (i.e., the most frequently mentioned number) is 88.0. Ninety-five percent of the responses were between 73.2 hours and 83.4 hours.

In terms of the number of customers a store has in a typical day, the largest groups of respondents indicated it is between 101 and 200 customers (30.9 percent) and between 201 to 300 customers (30.9 percent). Accordingly, 61.8 percent of the respondents have between 101 and 300 customers per week, while 11.1 percent have 50 or less and 12.3 percent have more than 300.

The great majority of respondents (78.3 percent) indicated the typical age of their customers is between 26 and 40, and another 16.9 percent said the typical age is 41 to 55. Therefore, 95.2 percent of the respondents believe the typical age of their customers is between 26 and 55.

The single largest group of respondents (40.0 percent) indicated the average revenue per day for their stores is between \$2,501 and \$5,000. The next largest groups of respondents said their average revenues is \$1,000 to \$2,500 (25.7 percent) and \$5,001 to \$7,500 (14.3 percent). Additionally, 15.7 percent of the respondents indicated their stores' revenues are over \$7,500 per day.

The single largest group of respondents (45.2 percent) stated that the average spending by a typical customer in their store is between \$10 and \$19.99. The next largest group (39.7 percent) feels the typical customer spends \$20 to \$39.99. Overall, 84.9 percent of the respondents think the average spending by a typical customer is between \$10 and \$39.99, and 10.9 percent think it is \$60 or more.

Respondents indicated that the gross margins in their stores (i.e., net sales minus costs of goods sold) average 42.1 percent. The median is 45.0 percent, and there are two modes, 40.0 percent and 45.0 percent. Ninety-five percent of the responses were between 38.4 percent and 45.7 percent.

The average hourly wage of auto parts store staff that collect used oil from customers is \$10.82. The mean and mode both are \$10. Ninety-five percent of the responses are between \$9.68 and \$11.95.

The cost of employee benefits expressed as a percent of wages is 21.3 percent. The median is 20.0 percent, and the mode is 30.0 percent. Ninety-five percent of the responses are between 13.8 percent and 28.8 percent.

### **Participation in the CCC Program**

Respondents were asked how many years they have participated in the CCC program, their reasons for participating, the number of people who turn in used oil and oil filters per week, the days of the week more people turn in used oil, the number of gallons of used oil and the number of oil filters that are collected per week, what percent of the people who turn in used oil already are customers of the store, and how many minutes it takes store staff to collect used oil from customers. Their responses are presented in Table B-14.

#### ***Years of Participation and Reasons for Participating***

The great majority of respondents (77.9 percent) have participated in the CCC program for more than five years. Only 3.5 percent have done so for two years or less.

Each of the reasons for participating in the CCC program included in the questionnaire was identified by more than half of the respondents. The most commonly given reasons are to provide a service to customers (79.3 percent) and provide a service to the community (78.2 percent). The next most frequently cited reasons are that the decision is made at the corporate level (69.0 percent) and to bring new customers into the store (65.5 percent).

When respondents were asked to identify the one main reason for participating, the majority (57.5 percent) indicated it is to provide a service to the community. None of the other reasons were given by more than 10.0 percent of the respondents.

### ***Oil and Oil Filter Recycling Activity***

The majority of respondents (56.3 percent) stated that they receive more than 30 gallons per week, and another 13.8 percent receive 21 to 30 gallons. Therefore, 70.1 percent of the respondents indicated they receive more than 20 gallons of used oil per week, while 12.6 percent receive 5 gallons or less.

The single largest group of respondents (43.7 percent) said that on the average they receive no oil filters per week. The next largest group (21.8 percent) receives between 1 and 5 filters. Overall, 65.5 percent of the respondents receive 5 or fewer oil filters per week and 9.2 percent receive more than 20.

The majority of respondents (64.4 percent) indicated that Saturday is one of the days of the week in which more people turn in used oil and oil filters. Sundays were identified by 21.8 percent of the respondents as one of the more popular days, and 17.2 percent cited Fridays. Approximately 24.1 percent of the respondents indicated there is no particular day that is busier for collection used oil.

With respect to the time it takes store staff to collect the used oil, the single largest group of respondents (41.2 percent) believes it is between 3 and 5 minutes. The next largest group (30.6 percent) says it takes between 1 and 2 minutes. Only 3.5 percent of the respondents think it takes 11 to 15 minutes, and none believe it takes more than 15 minutes. Overall, 80.0 percent of the respondents think it takes five minutes or less to collect used oil from a customer.

### ***People who Recycle***

The single largest group of respondents (47.1 percent) thinks that 75 percent to 99 percent of the people who come into their stores to turn in used oil are current customers. The next largest group (32.9 percent) believes the percentage is between 50 percent and 74 percent. Overall, 55.3 percent of the respondents think that 75 percent or more of the people who turn in used oil already are customers of their stores, and 88.2 percent believe that at least half of the people are existing customers. Only 11.8 percent of the respondents think it is 25 percent or less.

### ***Perceived Benefits of the CCC Program among Participants***

Respondents were asked the extent to which they agreed or disagreed with a series of positive statements related to participating in the CCC program. All responses are presented in Table B-15.

The percentage of people who strongly agree or agree with each of the positive statements is shown in Table B-1. Aside from creating opportunities to sell re-refined oil, the majority of respondents agreed with each of the statements. Nearly all respondents (98.8 percent) believe that the CCC program is good for the environment and a good public service to offer, and the great majority think it brings good publicity to the store (79.3 percent), people who come in purchase oil and/or oil filters (69.0 percent), and it brings current customers in more often (66.7 percent).

**Table B-1: Program Benefit Agreement**

CCC Program Benefit	Percent Strongly Agree or Agree
Is good for the environment	98.8%
Is a good public service to offer	98.8%
Brings good publicity to store	79.3%
People purchase oil/oil filters	69.0%
Brings current customers more often	66.7%
Brings in new customers	64.4%
People spend time in the store	62.8%
People purchase other products	58.6%
Creates opportunities to sell re-refined oil	17.6%

The percentages of respondents who strongly disagree or disagree with the positive statements are shown in Table B-2. The statement that elicited the highest percentages of respondents who disagreed were for the CCC program creating opportunities to sell re-refined oil (41.2 percent), people who come in purchase oil and/or oil filters (20.2 percent), and people spend more time in the store (17.4 percent).

**Table B-2: Program Benefit Disagreement**

CCC Program Benefit	Percent Strongly Disagree or Disagree
Creates opportunities to sell re-refined oil	41.2%
People purchase oil/oil filters	20.2%
People spend time in the store	17.4%
People purchase other products	14.9%
Brings in new customers	11.5%
Brings current customers more often	9.2%
Brings good publicity to store	6.9%
Is a good public service to offer	1.2%
Is good for the environment	1.2%

### Perceived Problems with the CCC Program

Respondents were asked to indicate how serious they consider a variety of potential problems are with the CCC program. Their responses are shown in Table B-16.

The most serious perceived problems are presented in Table B-3. The majority of respondents believe that there are serious problems with people bringing in oil in the wrong containers (76.5 percent), oil is dropped off when the store is closed (69.4 percent), people bring in contaminated oil (68.6 percent), and people do not know how to turn in used oil (62.4 percent). Other problems that are perceived to be serious by a sizable percentage of respondents are the mess it creates in the store (44.2 percent), the mess it creates in the back room (42.9 percent), and people coming into the store during peak hours (40.0 percent).

**Table B-3: Perceived Problems—Serious**

<b>Problem with the CCC Program</b>	<b>Percent Very or Somewhat Serious</b>
People bring oil in wrong container	76.5%
Oil dropped off when store closed	69.4%
People bring in contaminated oil	68.6%
People do not know how to turn in used oil	62.4%
Mess created in store	44.2%
Mess created in back room	42.9%
People come during peak hours	40.0%
Time to take the used oil	28.6%
People do not purchase anything	17.6%
Space recycling takes in back room	14.1%
Collection by recyclers is messy	11.8%
Collection by recyclers is sporadic	10.6%
People expect more pay for oil	8.3%
People do not speak English	8.3%

The percentages of respondents indicating they consider the following potential problems with the CCC program to be not very or not at all serious are shown in Table B-4. The great majority of respondents do not consider many of the potential problems with the CCC program to be serious. Also, more than half of the respondents also do not think the time it takes to collect the used oil from customers (57.1 percent) and that people do not purchase anything while in the store (54.1 percent) are serious problems.

**Table B-4: Perceived Problems—Not Serious**

<b>Problem with the CCC Program</b>	<b>Percent Not Very or Not at all Serious</b>
Collection by recyclers is messy	75.3%
People expect more pay for oil	72.6%
People do not speak English	72.6%
Space recycling takes in back room	70.6%
Collection by recyclers is sporadic	67.1%
Time to take the used oil	57.1%
People do not purchase anything	54.1%
Mess created in back room	46.4%
Mess created in store	45.3%
People come during peak hours	38.8%
Oil dropped off when store closed	25.9%
People do not know how to turn in used oil	24.7%
People bring in contaminated oil	19.8%
People bring oil in wrong container	18.8%

## **Promotion of the CCC Program**

Respondents who advertise the CCC program were asked what type(s) of message work best. Their responses are presented in Table B-17.

Overall, 93.1 percent of the respondents promote the CCC program in their store's advertising or in their internal signage, 85.1 percent promote the CCC program in their stores' advertising, and 86.2 percent promote the program with internal signage.

The great majority of respondents who promote the CCC program in their stores' advertising (83.8 percent), feel the message that works well is that their store accepts used oil and oil filters works best. The other message that the majority of respondents (66.2 percent) believe works well is that recycling is important.

With respect to in-store signage, the great majority of respondents (77.3 percent) think signs promoting the CCC in the store's window works best. Nearly half of the respondents (49.3 percent) think placing signs that promote the CCC program at the site where people are to turn in used oil and oil filters works best, and 41.3 percent of the respondents believe that placing signs promoting the CCC program near the shelf(s) where new oil and oil filters are located work best.

## **Satisfaction with the CCC Program among Participants**

Respondents were asked the extent to which they are satisfied with participating in the CCC program, and in what areas they are dissatisfied. Responses are in Table B-18.

The single largest group of respondents (42.0 percent) indicated they are somewhat satisfied with participating in the CCC program, and another 38.3 percent are very satisfied. Overall, 80.3 percent of the respondents are very or somewhat satisfied with participating in the CCC program. In comparison, only 8.6 percent are somewhat or very dissatisfied.

The questionnaire asked respondents who indicated they were uncertain or dissatisfied with the CCC programs for their reasons. Unfortunately, some respondents who said they were satisfied also provided responses to why they are dissatisfied. In consultation with the CIWMB, all reasons given for being dissatisfied—irrespective of whether they are dissatisfied or not—were retained. It was believed that the reasons from any respondent would be useful information given the objectives of this study and the entire project.

The most common response given for dissatisfaction with the CCC program (29.9 percent) is that oil is dropped off when the store is closed. Other common reasons for not being satisfied are the staff time to collect the oil from DIYers (13.8 percent), the mess created by collecting oil (13.8 percent), and contaminated oil brought to the store (11.5 percent).

## ***Findings from the Survey of Non-Participants***

The findings of the survey of those who do not participate in the CCC program are presented in six subsections: Respondent Characteristics among Non-Participants in the CCC Program, Familiarity with the CCC Program, Perceptions of the CCC Program among Non-Participants, Perceived Benefits of the CCC Program among Non-Participants, Perceived Problems with the CCC Program among Non-Participants, and Interest in the CCC Program among Non-Participants. Data for this section are presented in Tables B-19 through B-24.



## **Respondent Characteristics among Non-Participants in the CCC Program**

Non-participants in the CCC program were asked in which county of California their stores are located, the number of customers their stores have per day, and the average daily revenue of their stores. Their responses are presented in Table B-19.

The single largest group respondents (12.3 percent) indicated their stores are located in Los Angeles County. The next largest groups of respondents said their stores are located in Orange County (8.8 percent), San Diego County (7.0 percent), Santa Clara County (7.0 percent), and San Bernardino County (6.1 percent). Respondents in these five counties account for 41.2 percent of the respondents.

The largest groups of respondents indicated that their stores have between 25 and 50 customers (30.4 percent) and 101 and 200 customers (30.4 percent) per week. The next largest group (24.3 percent) said it was less than 25 customers per week. Accordingly, 60.8 percent of the respondents have between 25 and 100 customers per week, while 24.3 percent have less than 25.

The single largest group of respondents (29.7 percent) stated that the average spending by a typical customer is more than \$100. The next largest group (24.3 percent) feels the typical customer spends \$20 to \$39.99. Overall, 18.0 percent of the respondents think the average spending by a typical customer is less than \$20, and 46.8 percent believe it is \$60 or more.

## **Familiarity with the CCC Program among Non-Participants**

Respondents were asked how familiar they believe they are with the CCC program, whether their stores have participated in the CCC program in the past, and their reason(s) why they do not participate in the program now. Their responses are presented in Table B-20.

The single largest group of respondents (29.5 percent) indicated they feel they are somewhat familiar with the CCC program, and the next largest group (27.1 percent) believes they are not at all familiar with it. Overall, 39.6 percent of the respondents think they are very or somewhat familiar with the CCC program, while 44.9 percent feel they are not at all or not very familiar with the program.

The most common reason respondents gave for not participating in the CCC program (60.0 percent) is that they have not been asked. The next most frequently given reasons are that contaminated oil may be brought to the store (57.0 percent) and that oil might be dropped off when the store is closed (51.9 percent). To a much lesser extent, respondents think that the CCC program will not bring in new customers (19.3 percent), will not increase the sale of oil and oil filters (18.5 percent), and it will not increase the sales of other products (13.3 percent).

## **Perception of the CCC Program among Non-Participants**

Respondents were asked how many people they think bring used oil to stores that participate in the CCC program per week, what percent of those people are current customers of the store, and how long it takes store staff to collect the used oil from people bringing in used oil. Their responses are presented in Table B-21.

The single largest group of respondents (33.6 percent) believes that stores participating in the CCC program have 1 to 5 customers per week bringing in used oil, and the next largest group thinks it is none. Accordingly, 61.9 percent of the respondents think that 5

or fewer people bring used oil to stores that participate in the CCC program per week, while 8.9 percent believe the number is 21 or more.

The single largest group of respondents (26.6 percent) thinks only 1 percent to 24 percent of the people who bring in used oil are current customers of the store. The next largest group (22.0 percent) believes the percentage is 25 percent to 49 percent. Overall, 62.4 percent of the respondents think that less than 50 percent of the people who bring used oil to the store are current customers, while 24.8 percent believe the percentage is 75 percent or more.

Nearly half of the respondents (47.9 percent) think it will take 3 to 5 minutes for store staff to collect the used oil from customers, and another 28.7 percent believe it takes 6 to 10 minutes. Therefore, 76.5 percent of the respondents think it takes between 3 and 10 minutes, 13.1 percent think it takes 11 or more minutes, and 10.5 percent think it takes 2 minutes or less.

### **Perceived Benefits of the CCC Program among Non-Participants**

Respondents were asked the extent to which they agree or disagree with a series of positive statements related to participating in the CCC program. Their responses are presented in Table B-22.

The percentage of people who strongly agree or agree with each of the statements is shown in Table B-5. The majority of respondents believe that the CCC program is good for the environment (93.0 percent), is a good public service to offer (78.8 percent), and brings good publicity to the store (61.5 percent). The majority of respondents did not agree with any of the other statements.

**Table B-5: Perceived Benefits of Program by Non-Participants—Agreement**

<b>CCC Program Benefit</b>	<b>Percent Strongly Agree or Agree</b>
Is good for the environment	93.0%
Is a good public service to offer	78.8%
Brings good publicity to the store	61.5%
People purchase other products	34.2%
People spend time in the store	34.2%
People purchase oil/filters	31.9%
Brings existing customers more often	29.1%
Brings in new customers	25.6%

The percentages of respondents who strongly disagree or disagree with the statements are shown in Table B-6. The highest percentages of respondents disagree that the CCC program will bring current customers in more often (37.6 percent), bring in new customers (35.0 percent), cause people to spend more time in the store (33.3 percent), cause people to purchase oil and oil filters (29.2 percent), and cause people to purchase other products (26.3 percent).

**Table B-6: Perceived Benefits of Program by Non-Participants—Disagreement**

CCC Program Benefit	Percent Strongly Disagree or Disagree
Brings current customers in more often	37.6%
Brings in new customers	35.0%
People spend time in the store	33.3%
People purchase oil/filters	29.2%
People purchase other products	26.3%

**Perceived Problems with the CCC Program among Non-Participants**

Respondents were asked how serious they consider a variety of potential problems are with the CCC program. Their responses are shown in Table B-23. The most serious perceived problems are shown in Table B-7.

The great majority of respondents believe that there are serious problems with oil being dropped off when the store is closed (85.3 percent), people bringing in contaminated oil (79.8 percent), the mess created in the store (69.3 percent), and the mess created in the back room (67.5 percent). The majority of respondents also believe there are serious problems with the time it takes store staff to collect used oil from customers (62.9 percent), the space recycling takes in the back room (59.1 percent), people bringing in oil in the wrong containers (58.3 percent), people not knowing how to turn in used oil (56.6 percent), and people bringing oil into the store during peak hours (53.5 percent).

**Table B-7: Perceived Problems by Non-Participants—Serious**

Problem with the CCC Program	Percent Very or Somewhat Serious
Oil dropped off when store is closed	85.3%
People bring in contaminated oil	79.8%
Mess created in store	69.3%
Mess created in the back room	67.5%
Time it takes to collect the oil	62.9%
Space recycling takes in back room	59.1%
People bring oil in wrong containers	58.3%
People do not know how to turn in used oil	56.6%
People bring in oil during peak hours	53.5%
People do not purchase anything	42.6%
Collection by recyclers is messy	42.1%
People expect more pay for oil	31.9%
Collection by recyclers is sporadic	30.4%
People do not speak English	20.2%

The percentages of respondents indicating they consider the following potential problems with the CCC program to be not very or not at all serious are shown in Table B-8. The single largest group of respondents (43.9 percent) does not think there is a serious problem with people speaking English. Smaller groups of respondents do not think there are serious problems with the collection by recyclers possibly being sporadic (26.8 percent) or the collection by recyclers being messy (26.3 percent).

**Table B-8: Perceived Problems by Non-Participants—Not Serious**

<b>Problem with the CCC Program</b>	<b>Percent Not Very or Not at all Serious</b>
People do not speak English	43.9%
Collection by recyclers is sporadic	26.8%
Collection by recyclers is messy	26.3%
Space recycling takes in back room	19.1%
People expect more pay for oil	18.6%
People bring in during peak hours	17.5%
People do not purchase anything	17.4%
Mess created in the back room	14.9%
Mess created in store	13.2%
People bring oil in wrong containers	12.2%
Time it takes to collect the oil	12.1%
People do not know how to turn in used oil	10.6%
People bring in contaminated oil	2.6%
Oil dropped off when store is closed	1.7%

When respondents were asked what is their most serious concerns, the single largest group (12.4 percent) indicated it is that people might bring in contaminated oil. The next largest group of respondents (7.9 percent) thinks the most serious problem is the time it takes to collect used oil from customers.

### **Interest in the CCC Program among Non-Participants**

Respondents were asked what benefits they would want if they participated in the CCC program, what they would most want to accomplish, and whether they thought a selected set of benefits would be likely to be achieved. Their responses are presented in Table B-24.

The single largest group of respondents (60.7 percent) indicated the benefit they want most from participating in the CCC program is to provide a community service. Additionally, the majority of respondents want to bring in new customers (53.3 percent), increase the sales of products other than oil and oil filters (51.1 percent), provide a service to customers (50.4 percent), and enhance the image/awareness level of the store (50.4 percent).

With respect to what respondents most want to accomplish, the single largest group of respondents (33.3 percent) wants to bring new customers into the store. The next largest

group of respondents (28.2 percent) wants to provide a service to the community.

The percentages of respondents who think it is likely that they could achieve selected benefits by participating in the CCC program are shown in Table B-9. The great majority of respondents think it likely that participating in the CCC program would provide free publicity to the store (65.7 percent), increase store revenues (65.1 percent), increase current customer satisfaction (64.8 percent). Additionally, over half believe participation would bring new customers into the store (57.8 percent) and bring people into the store during non-peak hours (54.3 percent).

**Table B-9: Benefits Likely to Occur**

<b>Selected Benefits</b>	<b>Percent Very or Somewhat Likely</b>
Provide free publicity to the store	65.7%
Increase store revenues	65.1%
Increase current customer satisfaction	64.8%
Bring new customers into the store	57.8%
Bring people into the store during non-peak hours	54.3%
Cause people to stay in the store longer	43.8%

The percentages of respondents who think they would be very or somewhat unlikely to achieve these benefits are shown in Table B-10. The single largest group of respondents (29.5 percent) thinks it is unlikely that participating in the CCC program will cause people to stay in their stores longer.

**Table B-10: Benefits Not Likely to Occur**

<b>Selected Benefits</b>	<b>Percent Very or Somewhat Unlikely</b>
Cause people to stay in the store longer	29.5%
Bring new customers into the store	22.9%
Bring people into the store during non-peak hours	22.9%
Increase store revenues	20.8%
Provide free publicity to the store	18.5%
Increase current customer satisfaction	18.1%

In order to make a decision as to whether to participate in the CCC program, the majority of respondents (51.1 percent) would like information on the costs and benefits to operate the CCC program. Nearly half (49.6 percent) of the respondents would like information on how the CCC program operates, and 43.7 percent want information on the requirements for participating in the program.

With respect to how interested non-participants are in becoming participants in the CCC program, the single largest group (31.8 percent) stated they are not at all interested. The next largest group (24.5 percent) said they are somewhat interested. Overall, 38.1 percent of the respondents indicated they are very or somewhat interested, while 40.9 percent are not at all or not very interested in participating in the CCC program.

Respondents who indicated they were uncertain or not interested in participating in the CCC programs for their reasons. Unfortunately, some respondents who said they were interested also provided responses as to why they are not interested. In consultation with the CIWMB, all reasons given for not being interested—irrespective of whether they are interested or not—were retained. It was believed that the reasons from any respondent would be useful information given the objectives of this study and the entire project.

The most common reasons for not being interested in participating in the CCC program are that people might drop off oil when the store is closed (38.5 percent) and that people may bring in contaminated oil (37.0 percent). To a somewhat lesser extent, the reasons given are that participating in the CCC program will not bring new customers into the store (20.0 percent) and will not increase the sales of oil and oil filters (19.3 percent).

## ***Comparison of Findings between Participants and Non-Participants in the CCC Program***

Comparisons of the findings from the survey of auto parts store managers who participate and do not participate in the CCC program are presented in six subsections: Comparison of Respondent Characteristics among Participants and Non-Participants in the CCC Program, Comparison of Actual and Perceived CCC Program Activity by Participants and Non-Participants, Comparison of Perceived Benefits of the CCC Program among Participants and Non-Participants, and Comparison of Perceived Problems with the CCC Program among Participants and Non-Participants. Data for this section are presented in Tables B-25 through B-28.

### **Comparisons of Respondent Characteristics among Participants and Non-Participants in the CCC Program**

Comparisons between respondent characteristics are presented in Table B-25. These focused on the number of customers that come in their stores per day and the average spending by a typical customer.

The majority of respondents who participate in the CCC program (61.8 percent) indicated that their stores have between 101 and 300 customers per day, while 25.9 percent have 100 or less. Comparatively, 85.1 percent of the respondents who are not participating in the CCC program reported that their stores have 100 or less customers per day, and 14.8 percent have between 101 and 300 customers. Accordingly, it appears that stores which participate in the CCC program tend to have more customers per day than do their non-participating counterparts.

With respect to spending by a typical customer, the great majority of respondents who participate in the CCC program (84.9 percent) stated that it averages between \$10 and \$39, while 10.9 percent indicated their typical customers spends \$60 or more. Among non-participants, 40.5 percent said their typical customer spends between \$10 and \$39.99, while 46.8 percent indicated the typical customer spends \$60 or more. Therefore, per person spending appears to be lower in stores that participate in the CCC program than occurs in non-participating stores.

### **Comparisons of Actual and Perceived CCC Program Activity by Participants and Non-Participants**

Comparisons between participants and non-participants in the CCC program related to real and perceived program activity are presented in Table B-26. These comparisons centered on the number of people who come into the store to turn in used oil, how long it takes store staff to collect used oil from customers, and reasons for participating in the CCC program by participants versus what non-participants would want from participating in the program.

The majority of respondents who participate in the CCC program (59.5 percent) reported that more than 20 people come into their stores per week to turn in used oil, while 19.1 percent said it was 5 or less. Most respondents who do not participate in the CCC program (61.9 percent) thought that 5 or less people take used oil to an auto parts store each week, and only 8.9 percent think it is more than 20 people per week. Accordingly, the number of customers who turn in used oil is considerably higher than non-participants perceive it to be.

Most respondents who participate in the CCC program (71.8 percent) indicated that it takes store staff between 1 and 5 minutes to collect used oil from customers. The great majority of respondents who are not participants in the program (76.5 percent) believe it takes between 3 and 10 minutes. While only 3.5 percent of the respondents who participate in the program reported that it takes more than 10 minutes, 13.1 percent of the respondents who do not participate believe it takes that long. Generally, therefore, non-participants believe it takes longer to collect used oil from customers than is being reported by participants in the CCC program.

The main reasons for participating in the CCC program are to serve the customer (79.3 percent) and serve the community (78.2 percent). The two main benefits non-participants would want from the CCC program is to serve the community (60.7 percent) and bring new customers into the store (53.3 percent). There are differences between the reasons given by participants and what non-participants want. However, more than half of the participants indicated that their reasons for participating in the CCC program are also given by non-participants for what they want from the program. Therefore, it appears that what non-participants want from the CCC program are reasonably consistent with what participants in the program consider the benefits to be.

### **Comparison of Perceived Benefits of the CCC Program among Participants and Non-Participants**

Comparisons in responses to the statements regarding the benefits of participating in the program are presented fully in Table B-27. Table B-11 shows the percentages of respondents in each group who strongly agree or agree with each statement.

**Table B-11: Perceived Benefits of Participants vs. Non-Participants**

Perceived Benefits	CCC Participants Percent Strongly Agree or Agree	CCC Non- Participants Percent Strongly Agree or Agree
Is good for the environment	98.8%	93.0%
Is a good public service to offer	98.8%	78.8%
Brings good publicity to the store	79.3%	61.5%
People purchase oil and oil filters	69.0%	31.9%
Brings current customers more often	66.7%	29.1%
Brings new customers into the store	64.4%	25.6%
People spend time in the store	62.8%	34.2%
People purchase other products	58.6%	34.2%

Participants in the CCC program are much more inclined to have positive views of the benefits of the program than are those who do not participate. With the exception of the view that the CCC program is good for the environment, there are considerable differences in perceptions of the benefits of the program among these two groups.

#### **Comparison of Perceived Problems with the CCC Program among Participants and Non-Participants**

Comparisons in responses to the possible problems with the CCC program are presented in Table B-28. Shown in Table B-12 are the percentages of respondents in each group who indicated that the potential problem was very or somewhat serious.

**Table B-12: Perceived Problems by Participants vs. Non-Participants**

Identified as Problem	CCC Participants Percent Very or Somewhat Serious	CCC Non- participants Percent Very or Somewhat Serious
People bring oil in wrong container	76.5%	58.3%
Oil dropped off when store closed	69.4%	85.3%
People bring in contaminated oil	68.6%	53.5%
People do not know how to turn in used oil	62.4%	56.6%
Mess created in store	44.2%	69.3%
Mess created in back room	42.9%	67.5%
People come during peak hours	40.0%	79.8%
Time to take the used oil	28.6%	62.9%
People do not purchase anything	17.6%	42.6%
Space recycling takes in back room	14.1%	59.1%
Collection by recyclers is messy	11.8%	42.1%
People expect more pay for oil	8.3%	31.9%
People do not speak English	8.3%	20.2%



More participants in the CCC program consider the issues of people bringing used oil into the store in the wrong container, dropping off used oil when the store is closed, bringing in contaminated oil, and not knowing how to turn in used oil to be a very or somewhat serious problem than do non-participants. In all other issues, more non-participants than participants consider the potential problems to be very or somewhat serious.

The most common problems with the CCC program among those who participate in it are people dropping off used oil when the store is closed, and to a much lesser extent, people bringing in used oil in the wrong containers. Among non-participants, the most common problems are thought to be people bringing in contaminated oil, and the time it takes store staff to collect used oil from customers.

Overall, it appears that the perceived problems in the CCC program differ between the two groups. Some of the concerns of non-participants do not appear to be held by as large a portion of those who participate in the program.

## **Summary and Conclusions**

Based on the findings of the surveys of respondents who do and do not participate in the CCC program, the following summary points and conclusions appear to be appropriate:

### ***Auto Parts Store Characteristics***

- Stores that participate in the CCC program are open for business for an average of 78.3 hours per week. Most of them have between 101 and 300 customers per day, and the typical customer is between 26 and 40 years of age. The number of customers per day is considerably higher among those stores that participate in the CCC program than those that do not. The great majority of respondents in non-participating stores reported that their stores have 100 or less customers per day.
- Most stores that participate in the CCC program report that their average revenue per day is between \$1,000 and \$5,000, and the average spending per customer is between \$10 and \$39.99. In comparison, a higher percentage of respondents in stores that do not participate in the CCC program said that average spending is \$60 or more.

### ***Participants in the CCC Program***

- The great majority of stores that participate in the CCC program have done so for more than five years. Relatively few have been involved in the CCC program for less than three years. This suggests that the program is working sufficiently well to retain participating auto parts stores.
- There appear to be many reasons for participating in the CCC program, ranging from providing services to customers and the community, to enhancing the store's image and generating additional sales. Given the length of time participants have been involved in the program, it could be assumed that their reasons are being achieved.
- The majority of participants indicated that more than 20 people per week come into their stores to turn in used oil, and they receive over 30 gallons per week. Saturdays appear to be the busiest days for recycling, with the next two most common days being Sunday and Friday. The implication is that considerable business activity can

be created for stores that participate in the CCC program. Fortunately, or unfortunately, much of this will occur between Friday and Sunday.

- Most participants reported that they receive five or less used oil filters per week. This implies that people need to be encouraged to turn in their used oil filters along with the oil they bring to the stores.
- Over half of the participants indicate that between 50 percent and 75 percent of the people who bring used oil to their stores are current customers. Furthermore, on the average it takes between one and five minutes to collect the oil. This suggests that the CCC program is a service that can be provided to store customers and take relatively little staff time collect the oil.
- Nearly all participants agree that the CCC program is good for the environment and is a good public service to offer. Most also believe the program brings good publicity to their stores, increases the sales of oil and oil filters, brings current customers in more often, brings in new customers, causes people to spend more time in the store, and increases the sales of products other than oil and oil filters. Accordingly, the CCC program is perceived to provide benefits to society, and economic benefits to participating auto parts stores.
- The main problems participants find with the CCC program are that people bring used oil in the wrong types of containers, drop off oil when the store is closed, bring in contaminated oil, and generally do not know how to turn in used oil. When asked what is the one most serious problem, nearly one in three participants indicated it was that people drop off used oil when the store is closed. All of these issues need to be addressed to strengthen the CCC program.
- Less than one in three participants felt that the time it takes to collect used oil is a serious problem, about two in five think possible messes in the store and back room are problems, and about two in five think that people bringing in used oil during peak hours is a problem. Overall, it appears that the process of receiving used oil is not a pervasive problem among participants of the CCC program.
- More than nine in ten participants promote the fact that their stores collect used oil. Well over eight in ten promote the CCC program in their stores' advertising, and slightly more do so with internal signage. The message participants feel work best in advertising is that the store accepts used oil and filters. The message to emphasize in internal signage is that recycling is important.
- Overall, more than eight in ten participants are satisfied with their participation in the CCC program, and less than one in ten is dissatisfied. (The main reason for dissatisfaction is that used oil is dropped off when the store is closed.)

### ***Non-Participants in the CCC Program***

- While nearly two in five non-participants indicated they are somewhat or very familiar with the CCC program, more than two in five indicated they are not very or not at all familiar with the CCC program. If past participants are taken out, it appears that about half of the remaining respondents are not familiar with the CCC program. This suggests that efforts are needed to increase awareness of the program among auto parts store managers. About one in twelve non-participant respondents said they have participated in the program at some point in the past.

- About three in five respondents indicated the reason their stores are not participating in the CCC program is that they have not been asked. Other reasons given by the majority of the non-participants are concerns about contaminated being turned in, and oil being dropped off when the store is closed. Nearly one in five indicated their reasons include the belief that participating in the CCC program will not bring in new customers or increase sales.
- The concerns about contaminated oil and oil being dropped off after hours appear to be valid since they also are expressed by participants in the CCC program. However, concerns about not bringing in new customers or increasing sales appear unwarranted because these were considered to be benefits by the majority of participants in the CCC program.
- Most non-participants believe that the number of people who bring used oil into auto parts stores is relatively low—five or fewer per week. They also think that less than one in four people who come in are current customers of their stores. Finally, they think it takes between three and ten minutes to collect the used oil from a customer.
- The perceptions among non-participants are in considerable contrast to the views of participants in the CCC program. Most participants report that the number of customer is more than 20 per week, between half and three-fourths of those coming in are current customers, and it takes only one to five minutes to collect the used oil. Accordingly, there is a lack of familiarity with the CCC program, and misperceptions as to its ability to generate customer traffic in participating stores. Additionally, the process of collecting used oil is considerably shorter than envisioned. These misunderstandings need to be addressed if participation in the CCC program is to grow.
- Nearly all non-participants think the CCC program is good for the environment, most believe it is a good public service to offer and brings good publicity to the store. However, less than one in three believe the CCC program will bring in new customers, bring current customers in more often, or result in more oil and oil filter sales. Just over one in three think people will purchase more non-oil/oil filter products in the store or will spend more time in the store when they bring in used oil.
- While participants and non-participants agree on the social benefits of the CCC program in terms of it being good for the environment and a good service to offer, considerably fewer non-participants think there are economic benefits to the program. However, the majority of participants believe the CCC program brings in new customers, causes existing customers to come in more often, leads to more sales of all products, and causes people to spend more time in the store. These misunderstandings also need to be addressed if participation in the CCC program is to grow.
- More than four in five non-participants believe that people will drop off used oil at the store when it is closed, and will bring in contaminated oil. Well over half believe that collecting used oil causes messes in the store and back room, takes too much staff time, and too much space. They also think people will bring used oil in wrong containers, do not know how to recycle oil, and will come in during peak hours.
- The majority of participants in the CCC program share the concerns about people dropping off used oil when the store is closed and bringing in contaminated oil. However, the percentages of participants who have concerns about these and other

issues are considerably lower than among non-participants. The only exceptions are that more participants have problems with people bringing used oil in wrong containers and not knowing how to recycle oil than are expected by non-participants. Overall, therefore, it appears that non-participants' perceptions of problems with the CCC program are greater than actually exist. As in the case of the other misperceptions, these need to be addressed if participation in the CCC program is to grow.

- The benefits most non-participants are seeking if they are to participate in the CCC program are providing a community service, bringing in new customers, increasing sales of non-oil products, providing a service to current customers, and enhancing the store's image. Except for causing people to stay in the store longer, the majority of non-participants think it is likely that the CCC program will cause these things to happen. This suggests that despite some of their possible misconceptions about the CCC program, they believe it can be worthwhile. Additionally, the benefits they are seeking are ones the majority of participants indicated they receive from participating in the CCC program. Therefore, it appears that there is goal congruence between what non-participants want and the benefits the CCC program offers.
- More than half of the non-participants want information about the costs and benefits of the CCC program, and nearly half want to know how the CCC program operates and the requirements for participation. These types of information can help alleviate some of their concerns expressed about the collection process and the economic benefits of the CCC program.
- Nearly two in five non-participants indicated they are somewhat or very interested in participating in the CCC program. However, a slightly larger group indicated they are not very or not at all interested. The main reasons for not being interested center on people dropping off used oil when the store is closed and bringing in contaminated oil. As previously indicated, these problems also are identified by participants.

### ***Overall Conclusions and Implications for the Future***

- Participants in the program benefit on both societal and business dimensions. While they have problems with aspects of the CCC program, they are satisfied with their participation and have remained in the CCC program for an extended period of time. This suggests that the program is structurally sound. With the exception of some of the problems cited in the study and noted in the next bullet point, there does not appear to be a need to make major changes in the program.
- The main problems with the CCC program are that people bring used oil to the stores after hours, bring in contaminated oil, bring used oil in wrong containers, and generally do not know how to turn in used oil. Not only are they real problems to participants in the CCC program, but they are viewed as serious problems by those who do not participate. If participation is to grow, these problems need to be addressed through program changes, more public education, etc.
- Many non-participants are not familiar with the CCC program, and a very high percent do not participate because they have not been asked to do so. Accordingly, a more concerted recruiting effort is needed to make auto parts stores aware of the program and the benefits it provides both society and their businesses.

- Non-participants hold many misconceptions about how the CCC program operates, what benefits it provides, and what problems it has. Based on the findings of this study of participants in the CCC program, many of the non-participants' concerns are not justified. This also can be addressed with a more intense program for improving awareness and the benefits of the CCC program. Materials for addressing these issues have been prepared as part of this overall project.
- As previously indicated, participants in the program rate it very high, and have remained in the program for a considerable period of time. Furthermore, they believe the program is good for the environment and for business. These are "selling" points that should be included in recruiting additional auto parts stores. Materials for addressing this have been prepared as part of this overall project.

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Table B-28: Comparison of Perceived Problems with the CCC Program among Participants and Non-Participants

**Table B-13: Respondent Characteristics among CCC Program Participants**

<b>County of California where located</b>	<b>Number</b>	<b>Percent</b>
Alameda	2	2.4%
Alpine	0	0.0%
Amador	0	0.0%
Butte	1	1.2%
Calaveras	1	1.2%
Colusa	0	0.0%
Contra Costa	1	1.2%
Del Norte	0	0.0%
El Dorado	0	0.0%
Fresno	3	3.7%
Glenn	0	0.0%
Humboldt	0	0.0%
Imperial	1	1.2%
Inyo	1	1.2%
Kern	1	1.2%
Kings	0	0.0%
Lake	0	0.0%
Lassen	0	0.0%
Los Angeles	22	26.8%
Madera	0	0.0%
Marin	0	0.0%
Mariposa	0	0.0%
Mendocino	0	0.0%
Merced	1	1.2%
Modoc	0	0.0%
Mono	0	0.0%
Monterey	2	2.4%
Napa	1	1.2%
Nevada	1	1.2%
Orange	7	8.5%
Placer	1	1.2%
Plumas	0	0.0%
Riverside	2	2.4%
Sacramento	3	3.7%
San Benito	0	0.0%
San Bernardino	5	6.1%
San Diego	7	8.5%
San Francisco	2	2.4%

<b>County of California where located (cont.)</b>	<b>Number</b>	<b>Percent</b>
San Joaquin	3	3.7%
San Luis Obispo	1	1.2%
San Mateo	1	1.2%
Santa Barbara	0	0.0%
Santa Clara	1	1.2%
Santa Cruz	0	0.0%
Shasta	0	0.0%
Sierra	0	0.0%
Siskiyou	0	0.0%
Solano	1	1.2%
Sonoma	0	0.0%
Stanislaus	2	2.4%
Sutter	0	0.0%
Tehama	1	1.2%
Trinity	0	0.0%
Tulare	3	3.7%
Tuolumne	1	1.2%
Ventura	3	3.7%
Yolo	0	0.0%
Yuba	0	0.0%
Total	82	100.0%
<b>Number of hours store open per week</b>	<b>Number</b>	
Minimum	6.5	
Maximum	190.0	
Mean	78.3	
Median	84.0	
Mode	88.0	
Standard deviation	23.45	
95% confidence level between:	73.2 to 83.4	
Total number of respondents	82	
<b>Customers per day</b>	<b>Number</b>	<b>Percent</b>
Less than 25	0	0.0%
25 to 50	9	11.1%
51 to 100	12	14.8%
101 to 200	25	30.9%
201 to 300	25	30.9%
301 to 500	9	11.1%
More than 500	1	1.2%
Total	81	100.0%



Age of typical customer	Number	Percent
Under 18	0	0.0%
18 to 25	3	3.6%
26 to 40	65	78.3%
41 to 55	14	16.9%
56 to 64	1	1.2%
65 or older	0	0.0%
Total	83	100.0%
Average revenue of store per day	Number	Percent
Less than \$1,000	3	4.3%
\$1,000–\$2,500	18	25.7%
\$2,501–\$5,000	28	40.0%
\$5,001–\$7,500	10	14.3%
\$7,501–\$10,000	6	8.6%
Over \$10,000	5	7.1%
Total	70	100.0%
Average spending by typical customer	Number	Percent
Less than \$10.00	0	0.0%
\$10.00–\$19.99	33	45.2%
\$20.00–\$39.99	29	39.7%
\$40.00–\$59.99	3	4.1%
\$60–\$100.00	3	4.1%
Over \$100.00	5	6.8%
Total	73	100.0%
Average gross margin of store		Percent
Minimum		6.0%
Maximum		75.0%
Mean		42.1%
Median		45.0%
Mode		40.0% & 45.0%
Standard deviation		12.98
95% confidence level between:		38.4% to 45.7%
Total number of respondents		38
Average hourly wage of staff		Amount
Minimum		\$7.00
Maximum		\$40.00
Mean		\$10.82
Median		\$10.00
Mode		\$10.00
Standard deviation		4.33

95% confidence level between:		\$9.68 to \$11.95
Total number of respondents		57
<b>Employee benefits as % of wages</b>		<b>Percent</b>
Minimum		5.6%
Maximum		60.0%
Mean		21.3%
Median		20.0%
Mode		30.0%
Standard deviation		15.73
95% confidence level between:		13.8% to 28.8%
Total number of respondents		18

**Table B-14: Participation in the CCC Program**

<b>Years participated in CCC program</b>	<b>Number</b>	<b>Percent</b>
Less than 1 year	1	1.2%
1 to 2 years	2	2.3%
3 to 5 years	16	18.6%
More than 5 yrs	67	77.9%
Total	86	100.0%
<b>Reasons participate in the CCC program</b>	<b>Number</b>	<b>Percent</b>
Service to customers	69	79.3%
Service to community	68	78.2%
Corporate decision	60	69.0%
Bring in new customers	57	65.5%
Increase oil/filter sales	50	57.5%
Bring in more often	49	56.3%
Enhance store image	48	55.2%
Increase other sales	47	54.0%
Other	3	3.4%
Total	87	100.0%
<b>One main reason for participating</b>	<b>Number</b>	<b>Percent</b>
Serve community	46	57.5%
Corporate decision	8	10.0%
Bring in new customers	7	8.8%
Serve current customers	7	8.8%
Enhance image	4	5.0%
Increase other sales	3	3.8%
Bring customers in more often	2	2.5%
Increase oil/filter sales	2	2.5%
Other	1	1.3%
Total	80	100.0%
<b>Number of people turn in oil per week</b>	<b>Number</b>	<b>Percent</b>
None	2	2.4%
1 to 5	14	16.7%
6 to 10	4	4.8%
11 to 20	14	16.7%
21 to 30	10	11.9%
More than 30	40	47.6%
Total	84	100.0%
<b>Number of gallons brought weekly</b>	<b>Number</b>	<b>Percent</b>
None	1	1.1%
1 to 5 gallons	10	11.5%

<b>Number of gallons brought in weekly (cont).</b>	<b>Number</b>	<b>Percent</b>
6 to 10 gallons	8	9.2%
11 to 20 gallons	7	8.0%
21 to 30 gallons	12	13.8%
More than 30 gallons	49	56.3%
Total	87	100.0%
<b>Number oil filters brought in per week</b>	<b>Number</b>	<b>Percent</b>
None	38	43.7%
1 to 5	19	21.8%
6 to 10	12	13.8%
11 to 20	10	11.5%
21 to 30	4	4.6%
More than 30	4	4.6%
Total	87	100.0%
<b>Day of week more people turn in used oil</b>	<b>Number</b>	<b>Percent</b>
No particular day	21	24.1%
Sunday	19	21.8%
Monday	9	10.3%
Tuesday	1	1.1%
Wednesday	1	1.1%
Thursday	2	2.3%
Friday	15	17.2%
Saturday	56	64.4%
Total	87	100.0%
<b>How many minutes to collect oil</b>	<b>Number</b>	<b>Percent</b>
Less than 1 minute	7	8.2%
1 to 2 minutes	26	30.6%
3 to 5 minutes	35	41.2%
6 to 10 minutes	14	16.5%
11 to 15 minutes	3	3.5%
15 minutes or more	0	0.0%
Total	85	100.0%
<b>Percent come in who are customers</b>	<b>Number</b>	<b>Percent</b>
100%	7	8.2%
75% to 99%	40	47.1%
50% to 74%	28	32.9%
25% to 49%	5	5.9%
1% to 24%	3	3.5%
None	2	2.4%
Total	85	100.0%

**Table B-15: Perceived Benefits of the CCC Program among Participants**

<b>Brings in new customers</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	15	17.2%
Agree	41	47.1%
Uncertain	21	24.1%
Disagree	6	6.9%
Strongly disagree	4	4.6%
Total	87	100.0%
<b>Brings current customers more often</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	11	12.6%
Agree	47	54.0%
Uncertain	21	24.1%
Disagree	5	5.7%
Strongly disagree	3	3.4%
Total	87	100.0%
<b>People spend time in the store</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	10	11.6%
Agree	44	51.2%
Uncertain	17	19.8%
Disagree	12	14.0%
Strongly disagrees	3	3.5%
Total	86	100.0%
<b>People purchase oil/oil filters</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	9	10.7%
Agree	49	58.3%
Uncertain	9	10.7%
Disagree	14	16.7%
Strongly disagrees	3	3.6%
Total	84	100.0%
<b>People purchase other products</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	6	6.9%
Agree	45	51.7%
Uncertain	23	26.4%
Disagree	10	11.5%
Strongly disagrees	3	3.4%
Total	87	100.0%

<b>Brings good publicity to store</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	22	25.3%
Agree	47	54.0%
Uncertain	12	13.8%
Disagree	3	3.4%
Strongly disagrees	3	3.4%
Total	87	100.0%
<b>Is good for the environment</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	65	75.6%
Agree	20	23.3%
Uncertain	0	0.0%
Disagree	0	0.0%
Strongly disagrees	1	1.2%
Total	86	100.0%
<b>Is a good public service to offer</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	60	70.6%
Agree	24	28.2%
Uncertain	0	0.0%
Disagree	0	0.0%
Strongly disagrees	1	1.2%
Total	85	100.0%
<b>Creates opportunities to sell re-refined oil</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	6	7.1%
Agree	9	10.6%
Uncertain	35	41.2%
Disagree	16	18.8%
Strongly disagrees	19	22.4%
Total	85	100.0%

**Table B-16: Perceived Problems with the CCC Program among Participants**

<b>People do not know how to turn in used oil</b>	<b>Number</b>	<b>Percent</b>
Very serious	21	24.7%
Somewhat serious	32	37.6%
Uncertain	11	12.9%
Not very serious	16	18.8%
Not at all serious	5	5.9%
Total	85	100.0%
<b>People bring oil in wrong container</b>	<b>Number</b>	<b>Percent</b>
Very serious	34	40.0%
Somewhat serious	31	36.5%
Uncertain	4	4.7%
Not very serious	10	11.8%
Not at all serious	6	7.1%
Total	85	100.0%
<b>People bring in contaminated oil</b>	<b>Number</b>	<b>Percent</b>
Very serious	32	37.2%
Somewhat serious	27	31.4%
Uncertain	10	11.6%
Not very serious	13	15.1%
Not at all serious	4	4.7%
Total	86	100.0%
<b>People come during peak hours</b>	<b>Number</b>	<b>Percent</b>
Very serious	10	11.8%
Somewhat serious	24	28.2%
Uncertain	18	21.2%
Not very serious	24	28.2%
Not at all serious	9	10.6%
Total	85	100.0%
<b>Mess created in store</b>	<b>Number</b>	<b>Percent</b>
Very serious	14	16.3%
Somewhat serious	24	27.9%
Uncertain	9	10.5%
Not very serious	30	34.9%
Not at all serious	9	10.5%
Total	86	100.0%

<b>Mess created in back room</b>	<b>Number</b>	<b>Percent</b>
Very serious	13	15.5%
Somewhat serious	23	27.4%
Uncertain	9	10.7%
Not very serious	28	33.3%
Not at all serious	11	13.1%
Total	84	100.0%
<b>Oil dropped off when store closed</b>	<b>Number</b>	<b>Percent</b>
Very serious	37	43.5%
Somewhat serious	22	25.9%
Uncertain	4	4.7%
Not very serious	19	22.4%
Not at all serious	3	3.5%
Total	85	100.0%
<b>People expect more pay for oil</b>	<b>Number</b>	<b>Percent</b>
Very serious	2	2.4%
Somewhat serious	5	6.0%
Uncertain	16	19.0%
Not very serious	29	34.5%
Not at all serious	32	38.1%
Total	84	100.0%
<b>People do not speak English</b>	<b>Number</b>	<b>Percent</b>
Very serious	1	1.2%
Somewhat serious	6	7.1%
Uncertain	16	19.0%
Not very serious	33	39.3%
Not at all serious	28	33.3%
Total	84	100.0%
<b>Time to take the used oil</b>	<b>Number</b>	<b>Percent</b>
Very serious	8	9.5%
Somewhat serious	16	19.0%
Uncertain	12	14.3%
Not very serious	36	42.9%
Not at all serious	12	14.3%
Total	84	100.0%



<b>People do not purchase anything</b>	<b>Number</b>	<b>Percent</b>
Very serious	6	7.1%
Somewhat serious	9	10.6%
Uncertain	24	28.2%
Not very serious	43	50.6%
Not at all serious	3	3.5%
Total	85	100.0%
<b>Space recycling takes in back room</b>	<b>Number</b>	<b>Percent</b>
Very serious	3	3.5%
Somewhat serious	9	10.6%
Uncertain	13	15.3%
Not very serious	43	50.6%
Not at all serious	17	20.0%
Total	85	100.0%
<b>Collection by recyclers is sporadic</b>	<b>Number</b>	<b>Percent</b>
Very serious	0	0.0%
Somewhat serious	9	10.6%
Uncertain	19	22.4%
Not very serious	30	35.3%
Not at all serious	27	31.8%
Total	85	100.0%
<b>Collection by recyclers is messy</b>	<b>Number</b>	<b>Percent</b>
Very serious	2	2.4%
Somewhat serious	8	9.4%
Uncertain	11	12.9%
Not very serious	31	36.5%
Not at all serious	33	38.8%
Total	85	100.0%
<b>Most serious problem</b>	<b>Number</b>	<b>Percent</b>
Oil dropped off when store closed	22	32.8%
People bring oil in wrong container	10	14.9%
People bring in contaminated oil	3	4.5%
Time to take the used oil	3	4.5%
Mess created in back room	2	3.0%
People come during peak hours	1	1.5%
Mess created in store	1	1.5%
People do not know how to turn in used oil	0	0.0%
People expect more pay for oil	0	0.0%
People do not speak English	0	0.0%

<b>Most serious problem (cont.)</b>	<b>Number</b>	<b>Percent</b>
People do not purchase anything	0	0.0%
Space recycling takes in back room	0	0.0%
Collection by recyclers is sporadic	0	0.0%
Collection by recyclers is messy	0	0.0%
Other	25	37.3%
Total	67	100.0%
<b>What change in CCC to overcome problems</b>	<b>Number</b>	<b>Percent</b>
Public education about the program	17	34.7%
Educate public on what are proper containers	9	18.4%
Give containers free to the public	9	18.4%
Educate public on not making after-hours drops	3	6.1%
More signs for stores to use	3	6.1%
Modify containers	2	4.1%
Collect only on weekdays	1	2.0%
Electronic submission for rebates	1	2.0%
Have more places to recycle	1	2.0%
Make EPA more user-friendly	1	2.0%
Not make retailers pay customers who recycle	1	2.0%
Pay stores to accept used oil	1	2.0%
Total	49	100.0%

**Table B-17: Promotion of the CCC Program**

<b>Type of advertising messages work best</b>	<b>Number</b>	<b>Percent</b>
Promote store accepts oil/filters	62	83.8%
Promote recycling is important	49	66.2%
Promote store pays for oil/filters	16	21.6%
Promote other	1	1.4%
Total who promote the program in their advertising	74	
<b>Type(s) of internal signage work best</b>	<b>Number</b>	<b>Percent</b>
Sign in store's window	58	77.3%
Sign where to turn in oil	37	49.3%
Sign near shelf by new oil/filters	31	41.3%
Sign at check-out counter	18	24.0%
Sign hanging from the ceiling	4	5.3%
Announcement with taped message	4	5.3%
Sign-other	4	5.3%
Total who promote the program in their internal signage	75	

**Table B-18: Satisfaction with the CCC Program among Participants**

<b>Overall satisfaction with CCC program</b>	<b>Number</b>	<b>Percent</b>
Very satisfied	31	38.3%
Somewhat satisfied	34	42.0%
Uncertain	9	11.1%
Somewhat dissatisfied	6	7.4%
Very dissatisfied	1	1.2%
Total	81	100.0%
<b>Reason(s) not satisfied with CCC program*</b>	<b>Number</b>	<b>Percent</b>
Oil dropped off when store closed	26	29.9%
Staff time to collect oil	12	13.8%
Mess created by collecting oil	12	13.8%
Contaminated oil brought in too often	10	11.5%
Does not increase oil/filter sales	4	4.6%
Space to collect and store oil	4	4.6%
Does not increase other sales	3	3.4%
Does not enhance store's image	3	3.4%
Does not bring in new customers	1	1.1%
Is not service to current customers	1	1.1%
Does not bring in more often	1	1.1%
Other reason not satisfied	5	5.7%
Total	87	100.0%
<b>What else to improve CCC program</b>	<b>Number</b>	<b>Percent</b>
Public awareness/additional promotion of the program	4	26.7%
Provide public with containers	3	20.0%
Less regulation and difficulties with EPA	2	13.3%
Pay stores/no cost to stores	2	13.3%
Quarterly clean-up day/more pickups	2	13.3%
More signs	1	6.7%
Protection against customer spillage	1	6.7%
Total	15	100.0%

\*Some respondents who were satisfied still answered this question. Their responses are part of the total.

**Table B-19: Respondent Characteristics among Non-Participants in the CCC Program**

<b>In what county of California located</b>	<b>Number</b>	<b>Percent</b>
Alameda	6	5.3%
Alpine	0	0.0%
Amador	2	1.8%
Butte	2	1.8%
Calaveras	0	0.0%
Colusa	0	0.0%
Contra Costa	2	1.8%
Del Norte	0	0.0%
El Dorado	1	0.9%
Fresno	3	2.6%
Glenn	0	0.0%
Humboldt	4	3.5%
Imperial	1	0.9%
Inyo	0	0.0%
Kern	4	3.5%
Kings	0	0.0%
Lake	0	0.0%
Lassen	0	0.0%
Los Angeles	14	12.3%
Madera	1	0.9%
Marin	0	0.0%
Mariposa	0	0.0%
Mendocino	1	0.9%
Merced	0	0.0%
Modoc	0	0.0%
Mono	0	0.0%
Monterey	0	0.0%
Napa	1	0.9%
Nevada	0	0.0%
Orange	10	8.8%
Placer	2	1.8%
Plumas	1	0.9%
Riverside	3	2.6%
Sacramento	4	3.5%
San Benito	0	0.0%
San Bernardino	7	6.1%
San Diego	8	7.0%

<b>In what county of California located (cont.)</b>	<b>Number</b>	<b>Percent</b>
San Francisco	0	0.0%
San Joaquin	4	3.5%
San Luis Obispo	5	4.4%
San Mateo	0	0.0%
Santa Barbara	5	4.4%
Santa Clara	8	7.0%
Santa Cruz	0	0.0%
Shasta	0	0.0%
Sierra	0	0.0%
Siskiyou	1	0.9%
Solano	2	1.8%
Sonoma	2	1.8%
Stanislaus	2	1.8%
Sutter	0	0.0%
Tehama	1	0.9%
Trinity	0	0.0%
Tulare	1	0.9%
Tuolumne	1	0.9%
Ventura	2	1.8%
Yolo	2	1.8%
Yuba	1	0.9%
Total	114	100.0%
<b>Number of customers in average day</b>	<b>Number</b>	<b>Percent</b>
Less than 25	28	24.3%
25 to 50	35	30.4%
51 to 100	35	30.4%
101 to 200	14	12.2%
201 to 300	3	2.6%
301 to 500	0	0.0%
More than 500	0	0.0%
Total	115	100.0%
<b>How much average customer spends</b>	<b>Number</b>	<b>Percent</b>
Less than \$10.00	2	1.8%
\$10.00–\$19.99	18	16.2%
\$20.00–\$39.99	27	24.3%
\$40.00–\$59.99	12	10.8%
\$60–\$100.00	19	17.1%
More than \$100.00	33	29.7%
Total	111	100.0%

**Table B-20: Familiarity with the CCC Program among Non-Participants**

<b>How familiar with the CCC program</b>	<b>Number</b>	<b>Percent</b>
Very familiar	13	10.1%
Somewhat familiar	38	29.5%
Uncertain	20	15.5%
Not very familiar	23	17.8%
Not at all familiar	35	27.1%
Total	129	100.0%
<b>Has store participated in CCC program</b>	<b>Number</b>	<b>Percent</b>
Yes	11	8.4%
No	120	91.6%
Total	131	100.0%
<b>Reason(s) why store does not participate in CCC program</b>		
Not been asked	81	60.0%
Contaminated oil might be dropped of	77	57.0%
Oil might be dropped off when the store is closed	70	51.9%
Will not bring in new customers	26	19.3%
Will not increase oil or oil filter sales	25	18.5%
Will not increase sales of other products	18	13.3%
Will not enhance image/awareness level of the store	12	8.9%
Will not bring current customers in more often	11	8.1%
Will bring customers in during peak hours	10	7.4%
Current customers do not want the program	10	7.4%
Decided at corporate level	4	3.0%
Program does not serve the community	2	1.5%
Other	49	36.3%
Total	135	100.0%

**Table B-21: Perception of the CCC Program among Non-Participants**

<b>Number of people think comes in per week</b>	<b>Number</b>	<b>Percent</b>
None	32	28.3%
1 to 5	38	33.6%
6 to 10	18	15.9%
11 to 20	15	13.3%
21 to 30	2	1.8%
More than 30	8	7.1%
Total	113	100.0%
<b>Percent think people who come in are current customers</b>	<b>Number</b>	<b>Percent</b>
100%	6	5.5%
75% to 99%	21	19.3%
50% to 74%	14	12.8%
25% to 49%	24	22.0%
1% to 24%	29	26.6%
None	15	13.8%
Total	109	100.0%
<b>How long think takes to collect oil</b>	<b>Number</b>	<b>Percent</b>
Less than 1 minute	1	0.9%
1 to 2 minutes	11	9.6%
3 to 5 minutes	55	47.8%
6 to 10 minutes	33	28.7%
11 to 15 minutes	4	3.5%
More than 15 minutes	11	9.6%
Total	115	100.0%



**Table B-22: Perceived Benefits of the CCC Program among Non-Participants**

<b>Brings in new customers</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	3	2.6%
Agree	27	23.1%
Uncertain	46	39.3%
Disagree	24	20.5%
Strongly disagree	17	14.5%
Total	117	100.0%
<b>Brings existing customers more often</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	5	4.3%
Agree	29	24.8%
Uncertain	39	33.3%
Disagree	30	25.6%
Strongly disagree	14	12.0%
Total	117	100.0%
<b>People spend time in the store</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	6	5.1%
Agree	34	29.1%
Uncertain	38	32.5%
Disagree	28	23.9%
Strongly disagree	11	9.4%
Total	117	100.0%
<b>People purchase oil/filters</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	5	4.4%
Agree	31	27.4%
Uncertain	44	38.9%
Disagree	17	15.0%
Strongly disagree	16	14.2%
Total	113	100.0%
<b>People purchase other products</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	4	3.5%
Agree	35	30.7%
Uncertain	45	39.5%
Disagree	17	14.9%
Strongly disagree	13	11.4%
Total	114	100.0%

<b>Brings good publicity to the store</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	14	12.0%
Agree	58	49.6%
Uncertain	34	29.1%
Disagree	8	6.8%
Strongly disagree	3	2.6%
Total	117	100.0%
<b>Is good for the environment</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	52	45.2%
Agree	55	47.8%
Uncertain	7	6.1%
Disagree	1	0.9%
Strongly disagree	0	0.0%
Total	115	100.0%
<b>Is a good public service to offer</b>	<b>Number</b>	<b>Percent</b>
Strongly agree	44	37.3%
Agree	49	41.5%
Uncertain	20	16.9%
Disagree	4	3.4%
Strongly disagree	1	0.8%
Total	118	100.0%

**Table B-23: Perceived Problems with the CCC Program among Non-Participants**

<b>People do not know how to turn in used oil</b>	<b>Number</b>	<b>Percent</b>
Very serious	36	31.9%
Somewhat serious	28	24.8%
Uncertain	37	32.7%
Not very serious	9	8.0%
Not at all serious	3	2.7%
Total	113	100.0%
<b>People bring oil in wrong containers</b>	<b>Number</b>	<b>Percent</b>
Very serious	36	31.3%
Somewhat serious	31	27.0%
Uncertain	34	29.6%
Not very serious	13	11.3%
Not at all serious	1	0.9%
Total	115	100.0%
<b>People bring in during peak hours</b>	<b>Number</b>	<b>Percent</b>
Very serious	20	17.5%
Somewhat serious	41	36.0%
Uncertain	33	28.9%
Not very serious	17	14.9%
Not at all serious	3	2.6%
Total	114	100.0%
<b>People bring in contaminated oil</b>	<b>Number</b>	<b>Percent</b>
Very serious	64	56.1%
Somewhat serious	27	23.7%
Uncertain	20	17.5%
Not very serious	3	2.6%
Not at all serious	0	0.0%
Total	114	100.0%
<b>Mess created in store</b>	<b>Number</b>	<b>Percent</b>
Very serious	35	30.7%
Somewhat serious	44	38.6%
Uncertain	20	17.5%
Not very serious	12	10.5%
Not at all serious	3	2.6%
Total	114	100.0%

<b>Mess created in the back room</b>	<b>Number</b>	<b>Percent</b>
Very serious	37	32.5%
Somewhat serious	40	35.1%
Uncertain	20	17.5%
Not very serious	14	12.3%
Not at all serious	3	2.6%
Total	114	100.0%
<b>Oil dropped off when store is closed</b>	<b>Number</b>	<b>Percent</b>
Very serious	65	56.0%
Somewhat serious	34	29.3%
Uncertain	15	12.9%
Not very serious	1	0.9%
Not at all serious	1	0.9%
Total	116	100.0%
<b>People expect more pay for oil</b>	<b>Number</b>	<b>Percent</b>
Very serious	19	16.8%
Somewhat serious	17	15.0%
Uncertain	56	49.6%
Not very serious	11	9.7%
Not at all serious	10	8.8%
Total	113	100.0%
<b>People do not speak English</b>	<b>Number</b>	<b>Percent</b>
Very serious	9	7.9%
Somewhat serious	14	12.3%
Uncertain	41	36.0%
Not very serious	27	23.7%
Not at all serious	23	20.2%
Total	114	100.0%
<b>Time it takes to collect the oil</b>	<b>Number</b>	<b>Percent</b>
Very serious	29	25.0%
Somewhat serious	44	37.9%
Uncertain	29	25.0%
Not very serious	11	9.5%
Not at all serious	3	2.6%
Total	116	100.0%

<b>People do not purchase anything</b>	<b>Number</b>	<b>Percent</b>
Very serious	26	22.6%
Somewhat serious	23	20.0%
Uncertain	46	40.0%
Not very serious	17	14.8%
Not at all serious	3	2.6%
Total	115	100.0%
<b>Space recycling takes in back room</b>	<b>Number</b>	<b>Percent</b>
Very serious	40	34.8%
Somewhat serious	28	24.3%
Uncertain	25	21.7%
Not very serious	12	10.4%
Not at all serious	10	8.7%
Total	115	100.0%
<b>Collection by recyclers is sporadic</b>	<b>Number</b>	<b>Percent</b>
Very serious	20	17.9%
Somewhat serious	14	12.5%
Uncertain	48	42.9%
Not very serious	20	17.9%
Not at all serious	10	8.9%
Total	112	100.0%
<b>Collection by recyclers is messy</b>	<b>Number</b>	<b>Percent</b>
Very serious	26	22.8%
Somewhat serious	22	19.3%
Uncertain	36	31.6%
Not very serious	20	17.5%
Not at all serious	10	8.8%
Total	114	100.0%
<b>What is most serious problem</b>	<b>Number</b>	<b>Percent</b>
People bring in contaminated oil	11	12.4%
Time to take the used oil	7	7.9%
Space recycling takes in back room	6	6.7%
Mess created in store	5	5.6%
Mess created in back room	4	4.5%
Oil dropped off when store closed	3	3.4%
Collection by recyclers is sporadic	2	2.2%
People come during peak hours	1	1.1%
People bring oil in wrong container	1	1.1%
People do not purchase anything	0	0.0%

<b>What is most serious problem (cont.)</b>	<b>Number</b>	<b>Percent</b>
People expect more pay for oil	0	0.0%
People do not know how to turn in used oil	0	0.0%
People do not speak English	0	0.0%
Collection by recyclers is messy	0	0.0%
Other	49	55.1%
Total	89	100.0%
<b>What changes to make overcome problems</b>	<b>Number</b>	<b>Percent</b>
Provide incentives to retailers to take used oil	5	18.5%
Provide free containers/better containers available	4	14.8%
Prevent unlawful dumping after hours	3	11.1%
Make EPA more friendly/less paperwork	2	7.4%
Provide oil test kits	2	7.4%
Charge a redemption fee when purchase new oil	1	3.7%
Control collection points	1	3.7%
Have state take over the program	1	3.7%
Include anti-freeze	1	3.7%
Lower the cost to the retailer	1	3.7%
Make oil companies deal with waste, especially on weekends	1	3.7%
Provide retailers with more information	1	3.7%
Public education about program	1	3.7%
Require customers to buy new oil and filters when recycle	1	3.7%
Take all oil, irrespective of whether it is contaminated	1	3.7%
Train retailers on how to take used oil	1	3.7%
Total	27	100.0%

**Table B-24: Interest in the CCC Program among Non-Participants**

<b>What benefits want from participating in CCC program</b>	<b>Number</b>	<b>Percent</b>
Provide a service to the community	82	60.7%
Bring new customers into the store	72	53.3%
Increase the sales of other product	69	51.1%
Be a service to the store's current customers	68	50.4%
Enhance the image/awareness level of the store	68	50.4%
Increase oil and oil filter sales	59	43.7%
Bring current customers into the store more often	54	40.0%
Other	16	11.9%
Total	135	100.0%
<b>What want most to accomplish</b>	<b>Number</b>	<b>Percent</b>
Bring new customers into the store	26	33.3%
Provide a service to the community	22	28.2%
Increase the sales of other products	8	10.3%
Be a service to the store's current customers	7	9.0%
Enhance the image/awareness level of the store	6	7.7%
Increase oil and oil filter sales	4	5.1%
Bring current customers into the store more often	1	1.3%
Other	4	5.1%
Total	78	100.0%
<b>How likely bring in new customers</b>	<b>Number</b>	<b>Percent</b>
Very likely	38	34.9%
Somewhat likely	25	22.9%
Uncertain	21	19.3%
Somewhat unlikely	4	3.7%
Very unlikely	21	19.3%
Total	109	100.0%
<b>How likely cause people to stay</b>	<b>Number</b>	<b>Percent</b>
Very likely	28	26.7%
Somewhat likely	18	17.1%
Uncertain	28	26.7%
Somewhat unlikely	10	9.5%
Very unlikely	21	20.0%
Total	105	100.0%

<b>How likely provide free publicity</b>	<b>Number</b>	<b>Percent</b>
Very likely	38	35.2%
Somewhat likely	33	30.6%
Uncertain	17	15.7%
Somewhat unlikely	5	4.6%
Very unlikely	15	13.9%
Total	108	100.0%
<b>How likely increase store revenues</b>	<b>Number</b>	<b>Percent</b>
Very likely	45	42.5%
Somewhat likely	24	22.6%
Uncertain	15	14.2%
Somewhat unlikely	4	3.8%
Very unlikely	18	17.0%
Total	106	100.0%
<b>How likely bring in during non-peak</b>	<b>Number</b>	<b>Percent</b>
Very likely	32	30.5%
Somewhat likely	25	23.8%
Uncertain	24	22.9%
Somewhat unlikely	6	5.7%
Very unlikely	18	17.1%
Total	105	100.0%
<b>How likely would program increase customer satisfaction</b>	<b>Number</b>	<b>Percent</b>
Very likely	43	41.0%
Somewhat likely	25	23.8%
Uncertain	18	17.1%
Somewhat unlikely	2	1.9%
Very unlikely	17	16.2%
Total	105	100.0%
<b>What information want in order to make decision about CCC program</b>	<b>Number</b>	<b>Percent</b>
Costs/benefits to operate program	69	51.1%
How program operates	67	49.6%
What requirements to participate	59	43.7%
Which other stores participate	50	37.0%
How program attracts customers	42	31.1%
How program brings customers in more often	39	28.9%
None	30	22.2%
Other	6	4.4%
Total	135	



<b>How interested in CCC program</b>	<b>Number</b>	<b>Percent</b>
Very interested	15	13.6%
Somewhat interested	27	24.5%
Uncertain	23	20.9%
Not very interested	10	9.1%
Not at all interested	35	31.8%
Total	110	100.0%
<b>Reason(s) why not interested in participating in CCC program</b>	<b>Number</b>	<b>Percent</b>
People drop off when store closed	52	38.5%
People drop off contaminated oil	50	37.0%
Will not bring in new customers	27	20.0%
Will not increase oil/filter sales	26	19.3%
Will not increase other sales	22	16.3%
Will not bring customers in more often	21	15.6%
Current customers do not want program	10	7.4%
Will not enhance store image	7	5.2%
Does not provide community service	1	0.7%
Other reason not interested	28	20.7%
Total	135	100.0%
<b>What would encourage CCC participate</b>	<b>Number</b>	<b>Percent</b>
Provide retailers with information about the program	9	37.5%
Make the program profitable for retailers	4	16.7%
Incentives to retailers	3	12.5%
Make the program no-cost or low-cost to retailers	3	12.5%
Make EPA more user-friendly/less paperwork	2	8.3%
Free hazardous waste disposal for businesses	1	4.2%
Provide good signs	1	4.2%
Provide leak-proof containers	1	4.2%
Total	24	100.0%

**Table B-25: Comparisons of Respondent Characteristics among Participants and Non-Participants in the CCC Program**

<b>Number of customers in store per day</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Less than 25	0	0.0%	28	24.3%
25 to 50	9	11.1%	35	30.4%
51 to 100	12	14.8%	35	30.4%
101 to 200	25	30.9%	14	12.2%
201 to 300	25	30.9%	3	2.6%
301 to 500	9	11.1%	0	0.0%
More than 500	1	1.2%	0	0.0%
Total	81	100.0%	115	100.0%
<b>Average spending by typical customer</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Less than \$10.00	0	0.0%	2	1.8%
\$10.00–\$19.99	33	45.2%	18	16.2%
\$20.00–\$39.99	29	39.7%	27	24.3%
\$40.00–\$59.99	3	4.1%	12	10.8%
\$60–\$100.00	3	4.1%	19	17.1%
Over \$100.00	5	6.8%	33	29.7%
Total	73	100.0%	111	100.0%

**Table B-26: Comparison of Actual and Perceived CCC Program Activity by Participants and Non-Participants**

<b>Number of people turn in oil per week</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
None	2	2.4%	32	28.3%
1 to 5	14	16.7%	38	33.6%
6 to 10	4	4.8%	18	15.9%
11 to 20	14	16.7%	15	13.3%
21 to 30	10	11.9%	2	1.8%
More than 30	40	47.6%	8	7.1%
Total	84	100.0%	113	100.0%
<b>How many minutes to collect oil</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Less than 1 minute	7	8.2%	1	0.9%
1 to 2 minutes	26	30.6%	11	9.6%
3 to 5 minutes	35	41.2%	55	47.8%
6 to 10 minutes	14	16.5%	33	28.7%
11 to 15 minutes	3	3.5%	4	3.5%
More than 15 minutes	0	0.0%	11	9.6%
Total	85	100.0%	115	100.0%
<b>Reasons participate in the CCC program vs. What Non-Participants Want in CCC Program</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Service to customers	69	79.3%	68	50.4%
Service to community	68	78.2%	82	60.7%
Corporate decision	60	69.0%		
Bring in new customers	57	65.5%	72	53.3%
Increase oil/filter sales	50	57.5%	59	43.7%
Bring in more often	49	56.3%	54	40.0%
Enhance store image	48	55.2%	68	50.4%
Increase other sales	47	54.0%	69	51.1%
Other	3	3.4%	16	11.9%
Total	87		135	

**Table B-27: Comparison of Perceived Benefits of the CCC Program among Participants and Non-Participants**

<b>Brings in new customers</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Strongly agree	15	17.2%	3	2.6%
Agree	41	47.1%	27	23.1%
Uncertain	21	24.1%	46	39.3%
Disagree	6	6.9%	24	20.5%
Strongly disagree	4	4.6%	17	14.5%
Total	87	100.0%	117	100.0%
<b>Brings current customers more often</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Strongly agree	11	12.6%	5	4.3%
Agree	47	54.0%	29	24.8%
Uncertain	21	24.1%	39	33.3%
Disagree	5	5.7%	30	25.6%
Strongly disagree	3	3.4%	14	12.0%
Total	87	100.0%	117	100.0%
<b>People spend time in the store</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Strongly agree	10	11.6%	6	5.1%
Agree	44	51.2%	34	29.1%
Uncertain	17	19.8%	38	32.5%
Disagree	12	14.0%	28	23.9%
Strongly disagrees	3	3.5%	11	9.4%
Total	86	100.0%	117	100.0%
<b>People purchase oil/oil filters</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Strongly agree	9	10.7%	5	4.4%
Agree	49	58.3%	31	27.4%
Uncertain	9	10.7%	44	38.9%
Disagree	14	16.7%	17	15.0%
Strongly disagrees	3	3.6%	16	14.2%
Total	84	100.0%	113	100.0%

<b>People purchase other products</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Strongly agree	6	6.9%	4	3.5%
Agree	45	51.7%	35	30.7%
Uncertain	23	26.4%	45	39.5%
Disagree	10	11.5%	17	14.9%
Strongly disagrees	3	3.4%	13	11.4%
Total	87	100.0%	114	100.0%
<b>Brings good publicity to store</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Strongly agree	22	25.3%	14	12.0%
Agree	47	54.0%	58	49.6%
Uncertain	12	13.8%	34	29.1%
Disagree	3	3.4%	8	6.8%
Strongly disagrees	3	3.4%	3	2.6%
Total	87	100.0%	117	100.0%
<b>Is good for the environment</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Strongly agree	65	75.6%	52	45.2%
Agree	20	23.3%	55	47.8%
Uncertain	0	0.0%	7	6.1%
Disagree	0	0.0%	1	0.9%
Strongly disagrees	1	1.2%	0	0.0%
Total	86	100.0%	115	100.0%
<b>Is a good public service to offer</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Strongly agree	60	70.6%	44	37.3%
Agree	24	28.2%	49	41.5%
Uncertain	0	0.0%	20	16.9%
Disagree	0	0.0%	4	3.4%
Strongly disagrees	1	1.2%	1	0.8%
Total	85	100.0%	118	100.0%

**Table B-28: Comparison of Perceived Problems with the CCC Program among Participants and Non-Participants**

<b>People do not know how to turn in used oil</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Very serious	21	24.7%	36	31.9%
Somewhat serious	32	37.6%	28	24.8%
Uncertain	11	12.9%	37	32.7%
Not very serious	16	18.8%	9	8.0%
Not at all serious	5	5.9%	3	2.7%
Total	85	100.0%	113	100.0%
<b>People bring oil in wrong container</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Very serious	34	40.0%	36	31.3%
Somewhat serious	31	36.5%	31	27.0%
Uncertain	4	4.7%	34	29.6%
Not very serious	10	11.8%	13	11.3%
Not at all serious	6	7.1%	1	0.9%
Total	85	100.0%	115	100.0%
<b>People bring in contaminated oil</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Very serious	32	37.2%	20	17.5%
Somewhat serious	27	31.4%	41	36.0%
Uncertain	10	11.6%	33	28.9%
Not very serious	13	15.1%	17	14.9%
Not at all serious	4	4.7%	3	2.6%
Total	86	100.0%	114	100.0%
<b>People come during peak hours</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Very serious	10	11.8%	64	56.1%
Somewhat serious	24	28.2%	27	23.7%
Uncertain	18	21.2%	20	17.5%
Not very serious	24	28.2%	3	2.6%
Not at all serious	9	10.6%	0	0.0%
Total	85	100.0%	114	100.0%

<b>Mess created in store</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Very serious	14	16.3%	35	30.7%
Somewhat serious	24	27.9%	44	38.6%
Uncertain	9	10.5%	20	17.5%
Not very serious	30	34.9%	12	10.5%
Not at all serious	9	10.5%	3	2.6%
Total	86	100.0%	114	100.0%
<b>Mess created in back room</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Very serious	13	15.5%	37	32.5%
Somewhat serious	23	27.4%	40	35.1%
Uncertain	9	10.7%	20	17.5%
Not very serious	28	33.3%	14	12.3%
Not at all serious	11	13.1%	3	2.6%
Total	84	100.0%	114	100.0%
<b>Oil dropped off when store closed</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Very serious	37	43.5%	65	56.0%
Somewhat serious	22	25.9%	34	29.3%
Uncertain	4	4.7%	15	12.9%
Not very serious	19	22.4%	1	0.9%
Not at all serious	3	3.5%	1	0.9%
Total	85	100.0%	116	100.0%
<b>People expect more pay for oil</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Very serious	2	2.4%	19	16.8%
Somewhat serious	5	6.0%	17	15.0%
Uncertain	16	19.0%	56	49.6%
Not very serious	29	34.5%	11	9.7%
Not at all serious	32	38.1%	10	8.8%
Total	84	100.0%	113	100.0%

<b>People do not speak English</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Very serious	1	1.2%	9	7.9%
Somewhat serious	6	7.1%	14	12.3%
Uncertain	16	19.0%	41	36.0%
Not very serious	33	39.3%	27	23.7%
Not at all serious	28	33.3%	23	20.2%
Total	84	100.0%	114	100.0%
<b>Time to take the used oil</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Very serious	8	9.5%	29	25.0%
Somewhat serious	16	19.0%	44	37.9%
Uncertain	12	14.3%	29	25.0%
Not very serious	36	42.9%	11	9.5%
Not at all serious	12	14.3%	3	2.6%
Total	84	100.0%	116	100.0%
<b>People do not purchase anything</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Very serious	6	7.1%	26	22.6%
Somewhat serious	9	10.6%	23	20.0%
Uncertain	24	28.2%	46	40.0%
Not very serious	43	50.6%	17	14.8%
Not at all serious	3	3.5%	3	2.6%
Total	85	100.0%	115	100.0%
<b>Space recycling takes in back room</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non- Participants (Number)</b>	<b>Perceptions of Non- Participants (Percent)</b>
Very serious	3	3.5%	40	34.8%
Somewhat serious	9	10.6%	28	24.3%
Uncertain	13	15.3%	25	21.7%
Not very serious	43	50.6%	12	10.4%
Not at all serious	17	20.0%	10	8.7%
Total	85	100.0%	115	100.0%



<b>Collection by recyclers is sporadic</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Very serious	0	0.0%	20	17.9%
Somewhat serious	9	10.6%	14	12.5%
Uncertain	19	22.4%	48	42.9%
Not very serious	30	35.3%	20	17.9%
Not at all serious	27	31.8%	10	8.9%
Total	85	100.0%	112	100.0%
<b>Collection by recyclers is messy</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Very serious	2	2.4%	26	22.8%
Somewhat serious	8	9.4%	22	19.3%
Uncertain	11	12.9%	36	31.6%
Not very serious	31	36.5%	20	17.5%
Not at all serious	33	38.8%	10	8.8%
Total	85	100.0%	114	100.0%
<b>Most serious problem</b>	<b>Participants (Number)</b>	<b>Participants (Percent)</b>	<b>Perceptions of Non-Participants (Number)</b>	<b>Perceptions of Non-Participants (Percent)</b>
Oil dropped off when store closed	22	32.8%	3	3.4%
People bring oil in wrong container	10	14.9%	1	1.1%
People bring in contaminated oil	3	4.5%	11	12.4%
Time to take the used oil	3	4.5%	7	7.9%
Mess created in back room	2	3.0%	4	4.5%
People come during peak hours	1	1.5%	1	1.1%
Mess created in store	1	1.5%	5	5.6%
People do not know how to turn in used oil	0	0.0%	0	0.0%
People expect more pay for oil	0	0.0%	0	0.0%
People do not speak English	0	0.0%	0	0.0%
People do not purchase anything	0	0.0%	0	0.0%
Space recycling takes in back room	0	0.0%	6	6.7%
Collection by recyclers is sporadic	0	0.0%	2	2.2%
Collection by recyclers is messy	0	0.0%	0	0.0%
Other	25	37.3%	49	55.1%
Total	67	100.0%	89	100.0%

# Attachment A: Questionnaire for Survey of Auto Parts Stores

## Auto Parts Survey Questions – Participating Stores

1. For how many years has your store participated in the CCC program?
  1. Less than 1 year \_\_\_\_\_
  2. 1 to 2 years \_\_\_\_\_
  3. 3 to 5 years \_\_\_\_\_
  4. More than 5 years \_\_\_\_\_
2. Approximately how many people in an **average** week come into your store to turn in used oil and/or oil filters?
  1. None \_\_\_\_\_
  2. 1 to 5 \_\_\_\_\_
  3. 6 to 10 \_\_\_\_\_
  4. 11 to 20 \_\_\_\_\_
  5. 21 to 30 \_\_\_\_\_
  6. More than 30 \_\_\_\_\_
3. On what day(s) of the week do you tend to have more people turning in used oil/oil filters?
  1. No particular day \_\_\_\_\_
  2. Sunday \_\_\_\_\_
  3. Monday \_\_\_\_\_
  4. Tuesday \_\_\_\_\_
  5. Wednesday \_\_\_\_\_
  6. Thursday \_\_\_\_\_
  7. Friday \_\_\_\_\_
  8. Saturday \_\_\_\_\_
4. Approximately how many gallons of used oil are brought into your store in an **average** week?
  1. None \_\_\_\_\_
  2. 1 to 5 gallons \_\_\_\_\_
  3. 6 to 10 gallons \_\_\_\_\_
  4. 11 to 20 gallons \_\_\_\_\_
  5. 21 to 30 gallons \_\_\_\_\_
  6. More than 30 gallons \_\_\_\_\_
5. Approximately how many used oil filters are brought into your store in an **average** week?
  1. None \_\_\_\_\_
  2. 1 to 5 \_\_\_\_\_
  3. 6 to 10 \_\_\_\_\_
  4. 11 to 20 \_\_\_\_\_
  5. 21 to 30 \_\_\_\_\_
  6. More than 30 \_\_\_\_\_
6. Approximately what percent of the people who bring in used oil already are customers of your store?
  1. 100 percent \_\_\_\_\_
  2. 75 percent to 99 percent \_\_\_\_\_
  3. 50 percent to 74 percent \_\_\_\_\_
  4. 25 percent to 49 percent \_\_\_\_\_
  5. 1 percent to 24 percent \_\_\_\_\_
  6. None \_\_\_\_\_
7. On the average, about how many minutes does it take store staff to collect used oil from a customer?
  1. Less than 1 minute \_\_\_\_\_
  2. 1 to 2 minutes \_\_\_\_\_
  3. 3 to 5 minutes \_\_\_\_\_
  4. 6 to 10 minutes \_\_\_\_\_
  5. 11 to 15 minutes \_\_\_\_\_
  6. More than 15 minutes \_\_\_\_\_

*The following questions pertain to benefits and problems with the CCC program.*

8. What is the reason(s) why your store participates in the CCC program? *Please check all of the reasons.*
1. Bring new customers into the store \_\_\_\_\_
  2. Be a service to the store's current customers \_\_\_\_\_
  3. Bring current customers into the store more often \_\_\_\_\_
  4. Increase sales of oil and oil filters \_\_\_\_\_
  5. Increase sales of products other than oil and oil filters \_\_\_\_\_
  6. Provide a service to the community \_\_\_\_\_
  7. Enhance the image/awareness level of the store \_\_\_\_\_
  8. It was decided at the corporate/home office level \_\_\_\_\_
  9. Other (please specify) \_\_\_\_\_
9. Which **one** of the reasons identified above is most important to your store? Please identify the number of the response to Question 8. \_\_\_\_\_
10. To what extent do you agree with **each** of the following statements concerning the benefits of participating in the CCC program?

	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
a. Brings in new customers.					
b. Brings existing customers in more often.					
c. People turning in used oil spend time in the store.					
d. People turning in used oil purchase new oil and/or oil filters in the store.					
e. People turning in used oil purchase merchandise other than oil/oil filters while in the store.					
f. Brings good publicity to the store.					
g. Is good for the environment.					
h. Is a good public service to offer.					
i. Creates opportunities to sell re-refined oil.					

11. How serious of a problem is **each** of the following with respect to the CCC program?

The following is a Serious Problem::	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
a. People do not know how they are supposed to turn in used oil at the store.					
b. People bring in used oil in the wrong containers.					
c. People bring in contaminated oil.					
d. People bring in oil during peak business times.					
e. Mess created in the store when taking used oil.					
f. The mess created in the back room for used oil.					
g. Oil dropped off when business is closed.					
h. People expect to be paid more for their used oil.					
i. People do not speak English.					
j. The time it takes store staff to take the used oil.					
k. People who bring in used oil do not purchase anything while in the store.					
l. Space recycling takes in the back room.					
m. Collection of used oil by recyclers is sporadic.					
n. The collection of used oil by recyclers is messy.					

12. What do you think is the most serious problem with participating in the CCC program?

13. What change(s) could be made in the CCC program to overcome the problems you think are somewhat or very serious?

*The following questions pertain to promotional programs used by your store.*

14. If your store promotes the CCC program in its advertising, what type(s) of messages do you think work best? **Please check all that work well. If none, please leave blank.**

1. Statement that the store accepts used oil/oil filters \_\_\_\_\_
2. Statement that recycling is important for the environment \_\_\_\_\_
3. Statement that the store pays for used oil/oil filters \_\_\_\_\_
4. Other (please specify) \_\_\_\_\_

15. If your store uses internal signage to promote the CCC program, which methods do you think work best? ***Please check all that work well. If none, please leave blank***
1. Sign where used oil can be turned in \_\_\_\_\_
  2. Sign in the store's window \_\_\_\_\_
  3. Sign hanging from the ceiling \_\_\_\_\_
  4. Sign near the shelves with new oil/oil filters \_\_\_\_\_
  5. Sign at the check-out counter \_\_\_\_\_
  6. Announcements in taped messages in the store \_\_\_\_\_
  7. Other (please specify) \_\_\_\_\_

***The following questions pertain to your satisfaction with participating in the CCC program.***

16. Overall, how satisfied are you with participating in the CCC program?
1. Very satisfied \_\_\_\_\_ Please go to Question 18.
  2. Somewhat satisfied \_\_\_\_\_ Please go to Question 18.
  3. Uncertain \_\_\_\_\_ Please go to Question 17.
  4. Somewhat dissatisfied \_\_\_\_\_ Please go to Question 17.
  5. Very dissatisfied \_\_\_\_\_ Please go to Question 17.
17. What are the reasons why you are **not satisfied** with participating in the CCC program?  
***Please check all of the reasons.***
1. Brings new customers into the store \_\_\_\_\_
  2. Is not a service to the store's current customers \_\_\_\_\_
  3. Does not bring current customers into the store more often \_\_\_\_\_
  4. Does not increase sales of oil and oil filters \_\_\_\_\_
  5. Does not increase sales of products other than oil and oil filters \_\_\_\_\_
  6. Staff time it takes to collect oil from customers \_\_\_\_\_
  7. Mess created by collecting oil \_\_\_\_\_
  8. Contaminated oil brought in too often \_\_\_\_\_
  9. Oil dropped off when business is closed \_\_\_\_\_
  10. Space it takes to collect and store used oil \_\_\_\_\_
  11. Does not enhance the image/awareness level of the store \_\_\_\_\_
  12. Other (please specify) \_\_\_\_\_

***The following questions will be used for cross-tabulation and other analytical purposes to improve the program.***

18. In what **county** of California is your store located?
19. How many hours per week is your store open?
20. Approximately how many customers come into your store on an **average** day?
- |                       |                        |
|-----------------------|------------------------|
| 1. Less than 25 _____ | 5. 201 to 300 _____    |
| 2. 51 to 100 _____    | 7. More than 500 _____ |
| 3. 101 to 200 _____   |                        |
21. Which **one** of the following do you think best describes the age of your ***typical*** customer?
- |                   |                      |
|-------------------|----------------------|
| 1. Under 18 _____ | 4. 41 to 55 _____    |
| 2. 18 to 25 _____ | 5. 56 to 64 _____    |
| 3. 26 to 40 _____ | 6. 65 or older _____ |

22. What is the average revenue of your store **per day**?
- |                       |       |                        |       |
|-----------------------|-------|------------------------|-------|
| 1. Less than \$1,000  | _____ | 4. \$5,001 to \$7,500  | _____ |
| 2. \$1,000 to \$2,500 | _____ | 5. \$7,501 to \$10,000 | _____ |
| 3. \$2,501 to \$5,000 | _____ | 6. More than \$10,000  | _____ |
23. On the average, about how much does a typical customer spend in your store at one time?
- |                       |       |                       |       |
|-----------------------|-------|-----------------------|-------|
| 1. Less than \$10.00  | _____ | 4. \$40.00 to \$59.99 | _____ |
| 2. \$10.00 to \$19.99 | _____ | 5. \$60 to \$100.00   | _____ |
| 3. \$20.00 to \$39.99 | _____ | 6. More than \$100.00 | _____ |
24. What is the average gross margin of your store (i.e., Cost of Goods divided by Net Sales)? \_\_\_\_\_ percent
25. What is the average hourly wage of store staff who collect used oil from people who come in? \$\_\_\_\_\_.
26. How much do employee benefits cost as a percent of staff wages (i.e., Employee Benefits divided by Staff Wages)? \_\_\_\_\_ percent
27. What else could be done to improve the CCC program?

## Auto Parts Survey Questions – Non-participating Stores

1. How familiar do you believe you are with the CCC program?
  1. Very familiar \_\_\_\_\_
  2. Somewhat familiar \_\_\_\_\_
  3. Uncertain \_\_\_\_\_
  4. Not very familiar \_\_\_\_\_
  5. Not at all familiar \_\_\_\_\_
  
2. Has your store participated in the CCC program?
  1. Yes \_\_\_\_\_
  2. No \_\_\_\_\_
  
3. What is the reason(s) why your store does not currently participate in the CCC program?  
*Please check all of your reasons.*
  1. Have not been asked to participate \_\_\_\_\_
  2. Will not bring new customers into the store \_\_\_\_\_
  3. Will bring customers in during peak business times \_\_\_\_\_
  4. Current customers would not want the program \_\_\_\_\_
  5. Will not bring current customers into the store more often \_\_\_\_\_
  6. Will not increase sales of oil and oil filters \_\_\_\_\_
  7. Will not increase sales of products other than oil and oil filters \_\_\_\_\_
  8. Program does not provide a service to the community \_\_\_\_\_
  9. Will not enhance the image/awareness level of the store \_\_\_\_\_
  10. It was decided at the corporate/headquarters level \_\_\_\_\_
  11. Oil might be dropped off when business is closed \_\_\_\_\_
  12. Contaminated oil might be dropped off \_\_\_\_\_
  13. Other (please specify) \_\_\_\_\_

*The following questions pertain to expected used oil/oil filter redemption in the CCC program.*

4. Approximately how many people do you think would come into **your store** in an **average week** to turn in used oil and/or oil filters?
 

4. None _____	4. 11 to 20 _____
5. 1 to 5 _____	5. 21 to 30 _____
6. 6 to 10 _____	6. More than 30 _____
  
5. Approximately what percent of the people who bring in used oil into a **typical store** do you think already are customers of that store?
 

4. 100 percent _____	4. 25 percent to 49 percent _____
5. 75 percent to 99 percent _____	5. 1 percent to 24 percent _____
6. 50 percent to 74 percent _____	6. None _____
  
6. On the average, about how many minutes do you think it would take store staff to collect used oil from a customer?
 

4. Less than 1 minute _____	4. 6 to 10 minutes _____
5. 1 to 2 minutes _____	5. 11 to 15 minutes _____
6. 3 to 5 minutes _____	6. More than 15 minutes _____

*The following questions pertain to perceived benefits and problems with the CCC program.*

7. To what extent do you agree with **each** of the following statements concerning the benefits of participating in the CCC program?

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Uncertain</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
a. Brings in new customers.					
b. Brings existing customers in more often.					
c. People turning in used oil spend time in the store.					
d. People turning in used oil purchase new oil and/or oil filters in the store.					
e. People turning in used oil purchase merchandise other than oil/oil filters while in the store.					
f. Brings good publicity to the store.					
g. Is good for the environment.					
h. Is a good public service to offer.					

8. How serious of a problem is **each** of the following with respect to the CCC program?

<b>Seriousness of Problem:</b>	<b>Very Serious</b>	<b>Somewhat Serious</b>	<b>Uncertain</b>	<b>Not Very Serious</b>	<b>Not at all Serious</b>
a. People do not know how they are supposed to turn in used oil at the store.					
b. People bring in used oil in the wrong containers.					
c. People bring in oil during peak business times.					
d. People bring in contaminated oil.					
e. Mess created in the store when taking used oil.					
f. The mess created in the back room for used oil.					
g. Oil dropped off when business is closed.					
h. People expect to be paid more for their used oil.					
i. People do not speak English.					
j. The time it takes store staff to take the used oil.					



Seriousness of Problem:	Very Serious	Somewhat Serious	Uncertain	Not Very Serious	Not at all Serious
k. People who bring in used oil do not purchase anything while in the store.					
l. Space recycling takes in the back room.					
m. Collection of used oil by recyclers is sporadic.					
n. The collection of used oil by recyclers is messy.					

9. What do you think is the most serious problem with participating in the CCC program?

10. What change(s) could be made in the CCC program to overcome the problems you think are somewhat or very serious?

***The following questions pertain to what might interest your store in participating in the CCC program.***

11. What benefits would your store want from participating in the CCC program?

***Please check all that you want.***

1. Bring new customers into the store \_\_\_\_\_
2. Be a service to the store's current customers \_\_\_\_\_
3. Bring my current customers into the store more often \_\_\_\_\_
4. Increase sales of oil and oil filters \_\_\_\_\_
5. Increase sales of products other than oil and oil filters \_\_\_\_\_
6. Provide a service to the community \_\_\_\_\_
7. Enhance the image/awareness level of the store \_\_\_\_\_
8. Other (please specify) \_\_\_\_\_

12. Which **one** of the benefits identified above is most important to accomplish with the CCC program? ***Please identify the number of the response to Question 11.*** \_\_\_\_\_

13. How likely would it be for your store to participate in the CCC program if it could be shown that it:

	Very Likely	Somewhat Likely	Uncertain	Somewhat Unlikely	Very Unlikely
a. Brings new customers into the store.					
b. Causes people to remain in the store longer.					
c. Provides free publicity to the store.					
d. Increases store revenues.					
e. Brings people to the store during non-peak hours.					
f. Increases current customer satisfaction.					

14. What information would you like to have in order to make a decision as to whether to participate in the CCC program? ***Please check all of the types of information you would like to have.***

1. Nothing \_\_\_\_\_
2. How the program operates \_\_\_\_\_
3. What are the requirements to participate in the CCC program \_\_\_\_\_
4. What are the costs of operating the program vs. the economic benefits \_\_\_\_\_
5. How the program attracts new customers to a store \_\_\_\_\_
6. How the program brings current customers into the store more often \_\_\_\_\_
7. What other stores in my area already participate in the CCC program \_\_\_\_\_
8. Other (please specify) \_\_\_\_\_

15. Overall, how interested is your store in participating in the CCC program?

6. Very interested \_\_\_\_\_ Please go to Question 17.
7. Somewhat interested \_\_\_\_\_ Please go to Question 17.
8. Uncertain \_\_\_\_\_ Please go to Question 16.
9. Not very interested \_\_\_\_\_ Please go to Question 16.
10. Not at all interested \_\_\_\_\_ Please go to Question 16.

16. What is the reason(s) why you are **not interested** in participating in the CCC program?  
***Please check all of your reasons.***

1. Will not bring new customers into the store \_\_\_\_\_
2. Current customers would not want the program \_\_\_\_\_
3. Will not bring current customers into the store more often \_\_\_\_\_
4. Will not increase sales of oil and oil filters \_\_\_\_\_
5. Will not increase sales of products other than oil and oil filters \_\_\_\_\_
6. Program does not provide a service to the community \_\_\_\_\_
7. Will not enhance the image/awareness level of the store \_\_\_\_\_
8. People will drop off oil when business is closed \_\_\_\_\_
9. People will drop off contaminated oil \_\_\_\_\_
10. Other (please specify) \_\_\_\_\_

***The following questions will be used for cross-tabulation and other analytical purposes to improve the program.***

17. In what **county** of California is your store located? \_\_\_\_\_

18. Approximately how many customers come into your store on an **average** day?

- |                       |                        |
|-----------------------|------------------------|
| 4. Less than 25 _____ | 5. 201 to 300 _____    |
| 5. 25 to 50 _____     | 6. 301 to 500 _____    |
| 6. 51 to 100 _____    | 7. More than 500 _____ |
| 7. 101 to 200 _____   |                        |

19. On the average, about how much does a typical customer spend in your store at one time?

- |                             |                             |
|-----------------------------|-----------------------------|
| 4. Less than \$10.00 _____  | 4. \$40.00 to \$59.99 _____ |
| 5. \$10.00 to \$19.99 _____ | 5. \$60 to \$100.00 _____   |
| 6. \$20.00 to \$39.99 _____ | 6. More than \$100.00 _____ |

20. Overall, what could be done to encourage your store to participate in the CCC program?